

MODERN PACKAGING

FEBRUARY
1934

7TH TIE





fine feathers
tickle the consumer's
fancy

PACKAGE PLUMAGE, OR THE
LACK OF IT, IS OFT-TIMES THE
ESSENTIAL DIFFERENCE BETWEEN
A PRODUCT'S SUCCESS OR FAILURE

BROOKS & PORTER
INC.

CREATIVE STYLISTS AND
MANUFACTURERS OF
FOLDING CARTONS, COUNTER
AND WINDOW DISPLAYS

304 HUDSON STREET, NEW YORK



• FOLDERS • CATALOGS • LABELS





Think of a metal cap as an advertisement. Forget, for the moment, that it is responsible for the safe delivery of your product to the consumer. In its role as a closure, you may be tempted to buy cheaply. So consider the extra cost of an improved cap, or an attractively decorated cap, as an advertising or sales expense. No magazine or newspaper, bulletin board or direct-mail form of publicity can accomplish as much in increased sales of product, or prestige for firm, for so small an investment. A fraction of a cent — a fraction of a cent a package!

PHOENIX METAL CAP CO.

M E T A L C A P S F O R G L A S S P A C K A G E S

OFFICES: CHICAGO, 2444 West Sixteenth Street; BROOKLYN, 3720 Fourteenth Avenue; PHILADELPHIA, 1601 Fox Theatre Building; BOSTON, 131 State Street; CLEVELAND, 1109 Guardian Building; CINCINNATI, 607 American Building; ST. LOUIS, 5820 Itasca Street; SAN FRANCISCO, 200 Davis Street; LOS ANGELES, 765 Stanford Avenue.

MODERN PACKAGING



FEBRUARY 1934 • VOL. 7 • NUMBER 6

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Contents



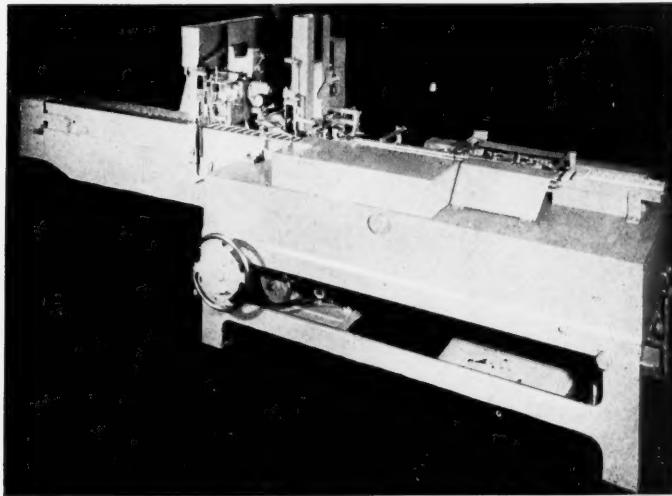
On the front cover of this issue is shown a selection of bottles now in use by American distilleries and wineries, as furnished by Owens-Illinois Glass Company and photographed by Alfred Cohn.

The March issue will include in a special offset gravure section, full color reproductions of the winning twelve packages in the 1933 All-America Package Competition.

Making Five Do the Work of Twenty—and Do It Better.....	33
By Steele Morris	
Profiting Through Redesign.....	35
By J. J. Hoffmann	
Quality Association in Die-Cast Boxes.....	38
By George Graff	
Established Meat Products in New Dress.....	40
By Arthur S. Allen	
Thin Tumblers Prove Popular for Re-Use.....	41
By Edward Thompson	
The Business of Packaging—II.....	42
By Francis A. Westbrook, M.E.	
Hiram Walker Sidesteps Traditional Labels.....	44
By William Longyear	
Editorial Correspondence.....	46
Package Identification and Protection.....	47
By Waldon Fawcett	
Decorative Coverings for Boxes and Packages.....	48
Among Recent Stimulators of Sales We Have.....	49
To Be Noticed in the Realm of Food Products.....	50
Styling for the Display of Practical Utilities.....	54
Among Recent Claimants to the Consumer's Attention.....	56
Editorially Speaking.....	58
Here and There in the Packaging Industry.....	64
Emphasizing Bread Quality Through Visibility.....	68
Machinery—Supplies.....	72
Index to Advertisers.....	82

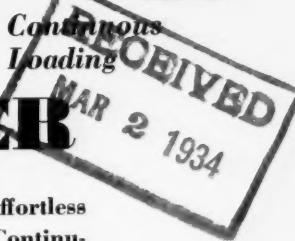
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Is Your Product Cartoned?



Do It Easier and Faster with the New

REDINGTON CARTONER



You can hardly hear it operate, so effortless does it seem, yet the REDINGTON Continuous Loading CARTONER is capable of about any practical speed in cartoning anything from Safety Razor Blades to Drug and Toilet Products. It treats your product as "gently" as if it were fragile glass—easing the contents into the carton smoothly and continuously at about one-fifth the speed at which the machine is actually operating. This Redington is completely accessible, too—simple and complete in design—no cams.

Perhaps this "most complete and perfect Cartoner" should be on the job in your factory, too. Ask us—without obligation.

"If It's Packaging — Try Redington First"

F. B. REDINGTON CO. (Est. 1897)
110-112 So. Sangamon St., Chicago, Ill.



REDINGTON Packaging MACHINES

Economical for Packaging - Cartoning - Labeling - Wrapping



PROTECTION AND BEAUTY

MUST GO TOGETHER

KVP
FOOD
PROTECTION
PAPERS

¶ There is no profit in a package that looks "like a million dollars"

if it delivers its contents in poor condition. ¶ Beauty is not enough.

¶ If this company claims any one thing above others, it claims to know

food protection problems and their answers in terms of food protection

papers. ¶ You are urged to make use of our Research Laboratory,

whose services are available to you without cost or obligation.

KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT (KALAMAZOO COUNTY) MICHIGAN

Announcing The McDONALD LABELER



A NEW ADDITION to the Pneumatic line of packaging equipment

The McDonald labeler enjoys a fine and unsurpassed reputation for dependability and has compiled a great record of performance and satisfactory operation in labeling many of the country's most famous product containers.

Pneumatic announces, with pride, the addition of this famous product to its line, feeling that it fully measures up to the traditional standard of excellence of all Pneumatic equipment.

No inspection of labels is necessary after application by McDonald labelers. All bottles that have a tendency to turn are held firmly in place and in registered position to receive the labels. Gum is applied to the entire label surface producing a smooth, wrinkle-free job . . . The McDonald labelers are different from all

other types in their method of application. No intermediate means are used to transfer the gummed label from the magazine to the container surface. The magazine itself deposits the label on the package. Therefore the labels are accurately registered and applied in a direct, clean, and speedy manner.

There is a McDonald for every type of labeling job. Write for more complete information on the type of McDonald labeler best suited to your needs.

PNEUMATIC MACHINES

Carton Feeders — Bottom Sealers — Lining Machines — Weighing Machines (Net and Gross) — Top Sealers — Tight Wrapping Machines — Capping Machines — Labeling Machines — Vacuum Cleaning and Filling Machines (for liquids or semi-liquids) — Automatic Capping Machines — Automatic Cap Feeding Machines — Tea Ball Machines



PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVENUE, QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street

Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 12 Whitehall, London, England

FEBRUARY, 1934

5



THE COLTON CLIPLESS CLOSURE

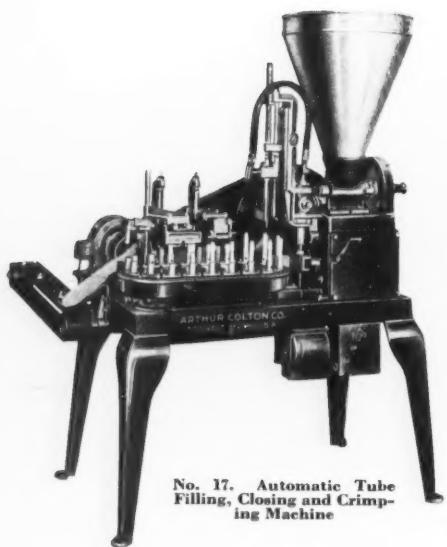
SEALED WITHOUT A CLIP! » » » » » » »

This decorative, dependable closure is obtained simply by crimping the end of the tube on machine shown below.

The Closure is completely formed by making the two usual folds, making a third fold in the reverse direction, and then giving more rigidity to the folds by corrugating the folded end.

Savings in time, labor and material are effected because no clips need be bought, there is no loss of time to replenish clip rolls, and no maintenance expense on automatic clipping heads.

Write for a sample tube closed the Colton way.



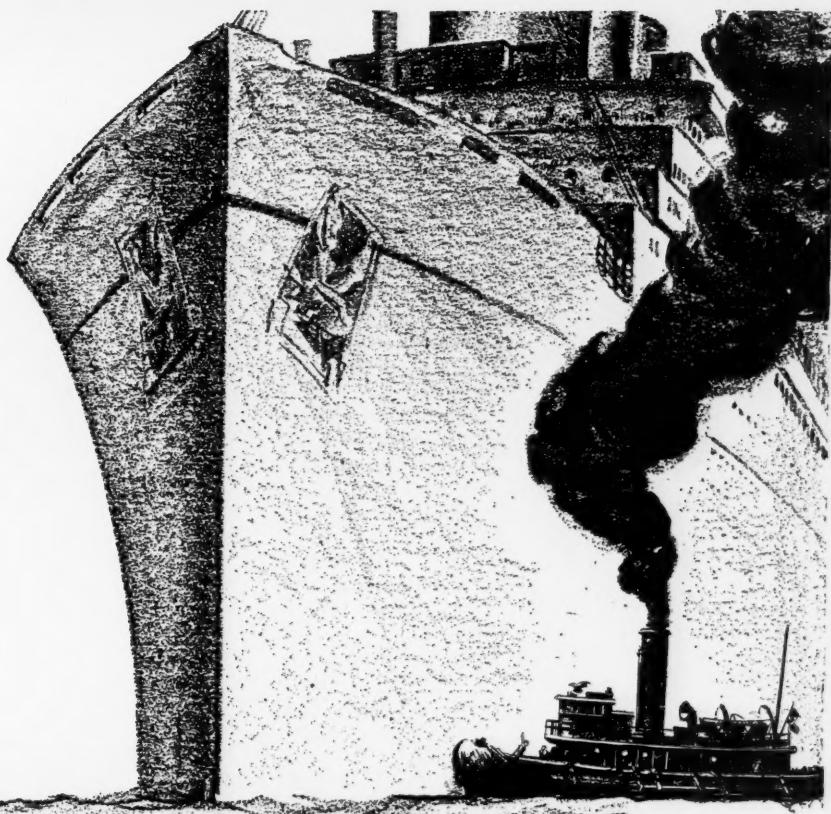
No. 17. Automatic Tube
Filling, Closing and Crimp-
ing Machine

ARTHUR COLTON CO.

2600 JEFFERSON AVE.

DETROIT

MICHIGAN



MIGHTY MIDGET

A LITTLE tugboat can nose a towering ocean liner about and set her on her course. With the same miracle of power, so small a thing as a product's package can change the course of an entire business.

Because of a modernized package, you've seen products brought down from a top shelf and featured in window and counter displays. You've seen trade apathy changed to action—and the

morale of the sales force revived. You've seen new products win their way to the top, and old ones fight their way back to the top—with the help of an appealing, convenient package that made news for dealer and consumer alike.

Within the past few years, the American Can Company has helped hundreds of manufacturers discover (and profit by) the force of modern packaging. Is it not likely that we might help you?

AMERICAN CAN COMPANY
230 PARK AVENUE • NEW YORK 

THE PLANNING OF
PACKAGES TO PROVIDE
THE GREATEST POSSIBLE
DISPLAY, RE-USE AND
MERCHANDISE VALUES
AT THE
LOWEST POSSIBLE
PRODUCTION COST—
IS WHAT WE TERM

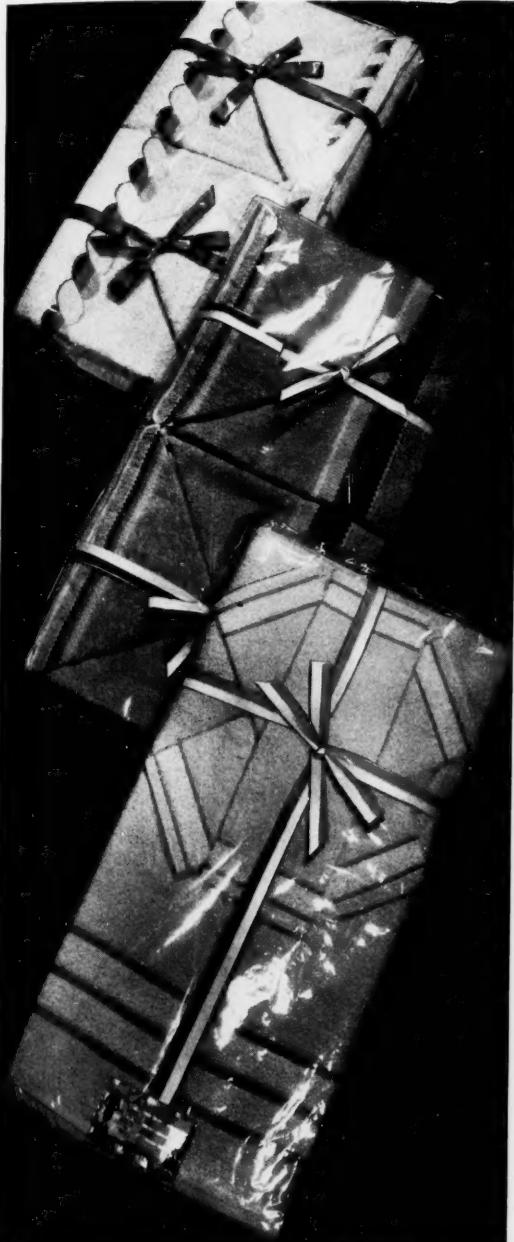
PACKAGE ENGINEERING

We feel that the greatest contribution we have to offer the manufacturer is our ability to intelligently co-ordinate a thorough knowledge of Creative Design, Advertising and Selling with our experience in Packaging Materials and Machinery... to produce an economical, modern package which will do a job in today's highly competitive markets. It is our custom to first make a thorough inventory of the mechanical packaging facilities of our client. We undertake the necessary survey of merchandising methods and distribution. We ask our client to fix a cost of unit production to guide us. Only then are we ready to create the Package... to work out intelligently that design which our research has shown is the design for that particular product!

research has shown
sign for that particular product!

BENJAMIN LEWIS
A CORPORATION
424 MADISON AVENUE, NEW YORK
BENJAMIN LEWIS KENNETH N. NUNES

... VALUE? ... RETAIL PRICE? ... PACKED?



FOR ITS COLOR

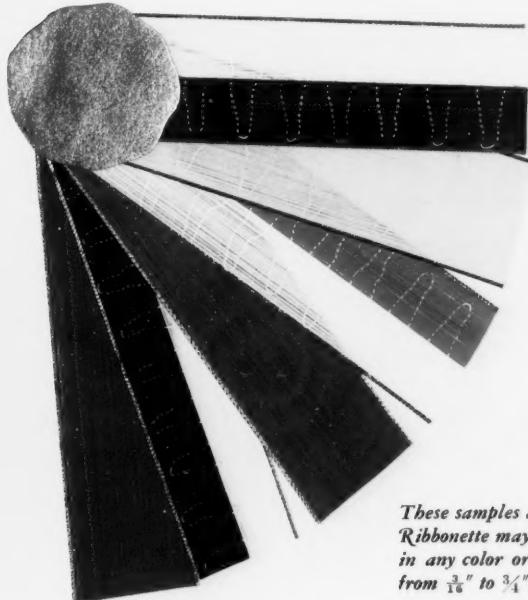
FOR ITS BEAUTY

FOR ITS EXTRA SALES APPEAL

CANNON Chooses Ribbonette

Cannon Mills spare no effort to keep their name pre-eminent wherever their products are displayed and sold. It is significant, therefore, that Ribbonette should be their choice of a tying material for all their Cellophane wrapped towel sets. Why? Because at a distinct saving over any comparable tying material Ribbonette is specially manufactured to match the designs and color scheme of each type of towel. Thus it becomes an integral part of the entire ensemble.

The beauty, the color, the extra sales appeal of Ribbonette can do as much for your product as it now does for Cannon. Our Development Department will cooperate as closely with you as it has with Cannon in the creation of a material that will assure perfect color harmony to your package. Write for full details as to Ribbonette and its uses. If possible, send a sample of your present package, which will be returned to you re-dressed in beautiful Ribbonette.



These samples are $\frac{3}{4}$ ".
Ribbonette may be had
in any color or design
from $\frac{1}{8}$ " to $\frac{3}{4}$ ".

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.

2319 Logan Blvd., Chicago, Ill.
55 West 42nd St., New York

RIBBONETTE

By the Makers of Print-Ad-String

PACKERS AND SHIPPERS ARE USING MORE AND MORE BLISS BOXES



Each Company represented in the above illustration made thorough exhaustive tests of BLISS BOXES before adopting them.

They discovered BLISS BOXES to be:

1. The strongest Fibre Containers available. All four vertical seams reinforced; grain of fibre may be vertical or horizontal as desired.
2. Lighter in weight than any other fibre or wood box of equal size, which saves in freight charges.
3. Lower in price because less board is used in their manufacture.
4. Easy to assemble and seal with the use of Bliss Wire Stitching Equipment.
5. Adaptable to their various products.
6. Superior in carrying qualities, which insures delivery of goods in perfect condition.
7. In compliance with all railroad classification rulings.

BLISS BOXES can be made from solid Fibre Board or from any type of Corrugated Board. SAVINGS effected by the use of Bliss Boxes become more attractive with the increasing price of board.

Let our Engineers demonstrate the economies and shipping qualities of Bliss Boxes and the convenience of Bliss Box Equipment in packing and shipping your products. No obligation on your part.

DEXTER FOLDER COMPANY

*Bliss, Latham and Boston Wire Stitching and Adhesive Sealing Machinery for
All Types of Fibre Containers*

28 West 23rd Street, New York, N. Y.

CHICAGO 117 W. Harrison Street	PHILADELPHIA 5th and Chestnut Streets	BOSTON 185 Summer Street	CLEVELAND 1931 E. 61st Street	ST. LOUIS 2082 Railway Ex. Bldg.	SAN FRANCISCO H. W. Brintnall Co. 51 Clementina Street
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1 Year's Lessons In 4 Days!

The Fourth Packaging Exposition and its concurrent events, sponsored by the American Management Association, offer you their liberal education this year on March 13, 14, 15 and 16, at the Hotel Astor, New York City.

EXPOSITION

The National Consumer Marketing Show, brilliantly presenting all materials, services and equipment pertinent to packaging, packing and shipping. More than 75 exhibits!

CONFERENCES AND CLINICS

Critiques on actual packages. . . . The place of packaging, packing and shipping in product promotion. . . . Effects of national emergency legislation on consumer marketing.

WOLF AWARD EXHIBIT

1933's new packages of every type competitively displayed. Fifteen classes. Hundreds of entrants. Don't miss this!

THE PACKAGING SHOW

HOTEL ASTOR • NEW YORK CITY • MARCH 13-14-15-16

Well-Dressed Packages GO PLACES



Today, only the well-dressed package commands front row space on the dealers' shelves—and it doesn't linger there long. Thanks to its smart looks, its eye-appeal, it "goes places."

For this very reason, Kimble Glass Vials and Small Glass Containers are holding the center of the present-day packaging stage. First of all, Kimble Vials add personality to the products they contain. Their sparkling luster, their clean-cut, sanitary appearance attract attention and invite sales. They are automatic-machine-made for uniformity and are thoroughly tempered to insure maximum strength. They are the lightest weight glass containers made and result in great savings in postage and shipping costs. Kimble Vials are available in many styles and types—dropper vials, applicators, screw-cap and slip-cap capsule vials, Goldy-seal vials, shaker-top vials, and numerous others. All colors in moulded caps or closures are available. Be sure your products look the part. Consult Kimble first on all sampling and packaging problems. It will pay real dividends!

KIMBLE GLASS CO.
VINELAND, N. J.



NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • DETROIT





Levi's®

Your Product Looks Into the Mirror

Packaged and on its way out of your store it sees itself not as just a brown or grey parcel; it sees itself as an individuality, a projection of personality. It knows that the wrapping it wears is helping to tell the story of itself and the workmanship and skill that have produced it. It knows that in a sense it is *you*.

That problem of the right package for the product and for *you*—we can help you with it. We will send samples, or bring them, to your styling department or to your box-maker, samples of highest quality papers. In the end you will have a trade-marked package that will leave your store as an individuality, a distinctive thing. It will be *you*.

The service is one which is available to both makers and users of paper boxes, upon request.

LOUIS DEJONGE & CO.
NEW YORK CHICAGO PHILADELPHIA
69 Duane Street

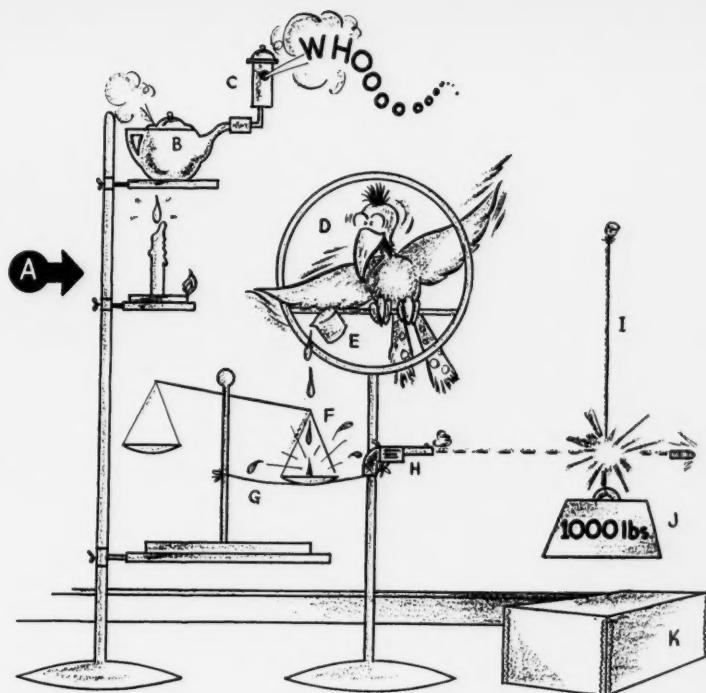
Raised Printing by
The Hanograf Corp., 22 Thames Street, New York City, N. Y., Raised Printing Specialists





Lighted candle (A) starts water boiling in kettle (B) making steam which blows whistle (C). Whiffle Bird (D) frightened at noise flutters wings and knocks over bird-bath (E) which spills on scale (F) causing one side to tip and bend string (G) which tightens and pulls trigger of pistol (H). Bullet from pistol severs string (I) releasing 1000-lb. weight (J) which falls on Metal Edge box (K)

FUTILITY!



Testing Metal Edge Box Strength a la Rube Goldberg (with apologies).

By any test . . .

IT'S THE STRONGEST PAPER BOX

Are you one of these substantial citizens who just dotes on facts and figures? We're ready for you — and how! Consider these:

410 lbs. per square inch required to burst Metal Edge Super-Fibre Box Board on a Mullen Paper Testing Machine.

1545 lbs. compression load failed to crush an empty Metal Edge Box.

470 tumbles in a testing drum and the Metal Edge container with its liquid contents came through unharmed.

Stand on a Metal Edge box, slam it up against the wall, or just let Uncle

Sam carry it a few thousand miles in the mails — any way you test it, you'll find it the strongest paper box.

Of course Metal Edge has other points too. But it is impossible to tell everything in one advertisement. If you are interested in packages that stand up, protect the product and above all help in the merchandising job, write for the Metal Edge Packaging Portfolio. It will be sent gratis.



NATIONAL METAL EDGE BOX CO.

• • 334 North 12th Street, Philadelphia, Pa. • •

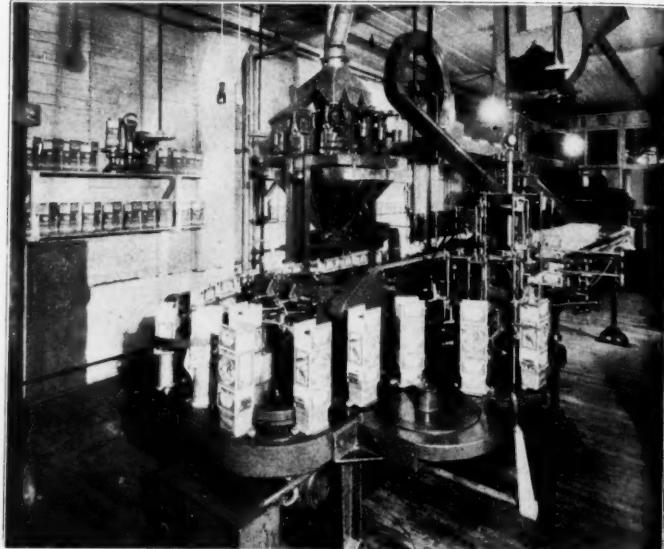
THE STRONGEST PAPER BOX KNOWN

IN 1934 MODERNIZE YOUR PACKING ROOM BY INSTALLING PACKOMATIC PACKAGING MACHINERY

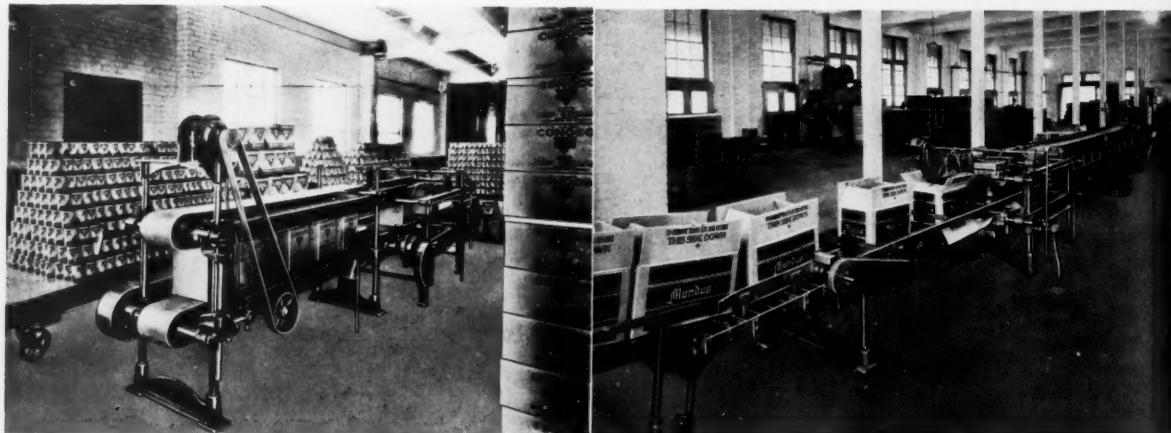
WHETHER your production requirements are for 10 or 100 packages per minute, there's a Packomatic Machine that will make you more money.

You can keep pace with modern competition only with up-to-date methods and equipment.

Blaze the trail with Packomatic Machines.



Packomatic Carton Sealing Machine, equipped with Automatic Net Weigher, coordinated with Packomatic Carton Lining Machines and Automatic Container Sealer. Producing 70 packages per minute for FISHER BROTHERS COMPANY, CLEVELAND



Automatically sealing top and bottom flaps of oil and grease cases in plant of
CONTINENTAL OIL COMPANY, PONCA CITY, OKLA.

Packomatic Automatic Gluer with 18 feet of belt compression
in plant of
MUNDUS BREWING COMPANY, DETROIT

WHEN YOU HAVE A PACKAGING PROBLEM, WRITE—PHONE—OR WIRE FOR A PACKOMATIC ENGINEER—no obligation



PACKOMATIC

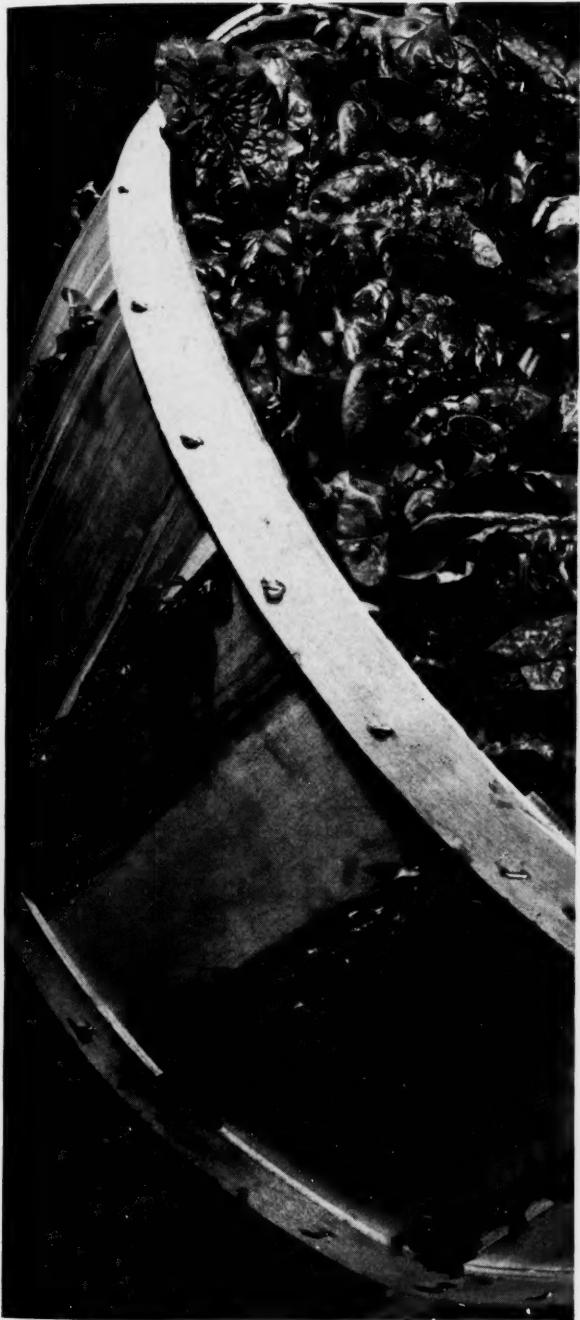
PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices: NEW YORK CLEVELAND CHICAGO SAN FRANCISCO



Let 'em eat Spinach!



CANNED SPINACH!

... less the bother of removing sand and grit. It's ready for the table without delay . . . a dish for the American home (for "juniors" by parental persuasion). • And so . . . by the persuasive qualities of this peerless CAN supply and SERVICE . . . from Baltimore, Hamilton, Ohio and Chicago . . . packers are certain, in any season, of instant response to their need . . . be it technical, mechanical, geographical . . . or just quick CANS!



METAL PACKAGE CORPORATION

ESTABLISHED 1909

110 E. 42nd ST., NEW YORK CITY

• One of America's Largest Canmakers •

SALES OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO
THE FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO

FEBRUARY, 1934 15



Out of the chorus Into the spotlight

"STAGE PERSONALITY" has pulled many a chorine out of the "background atmosphere" of the show to a featured spot. Cartons are like that. Many are destined to stick in the chorus while others have the class to win their way to the top. Sutherland has a reputation for developing "headliners"—creating new cartons that dealers are glad to display and modernizing old ones to give them greater selling appeal. Does your product need more showmanship? Write us.

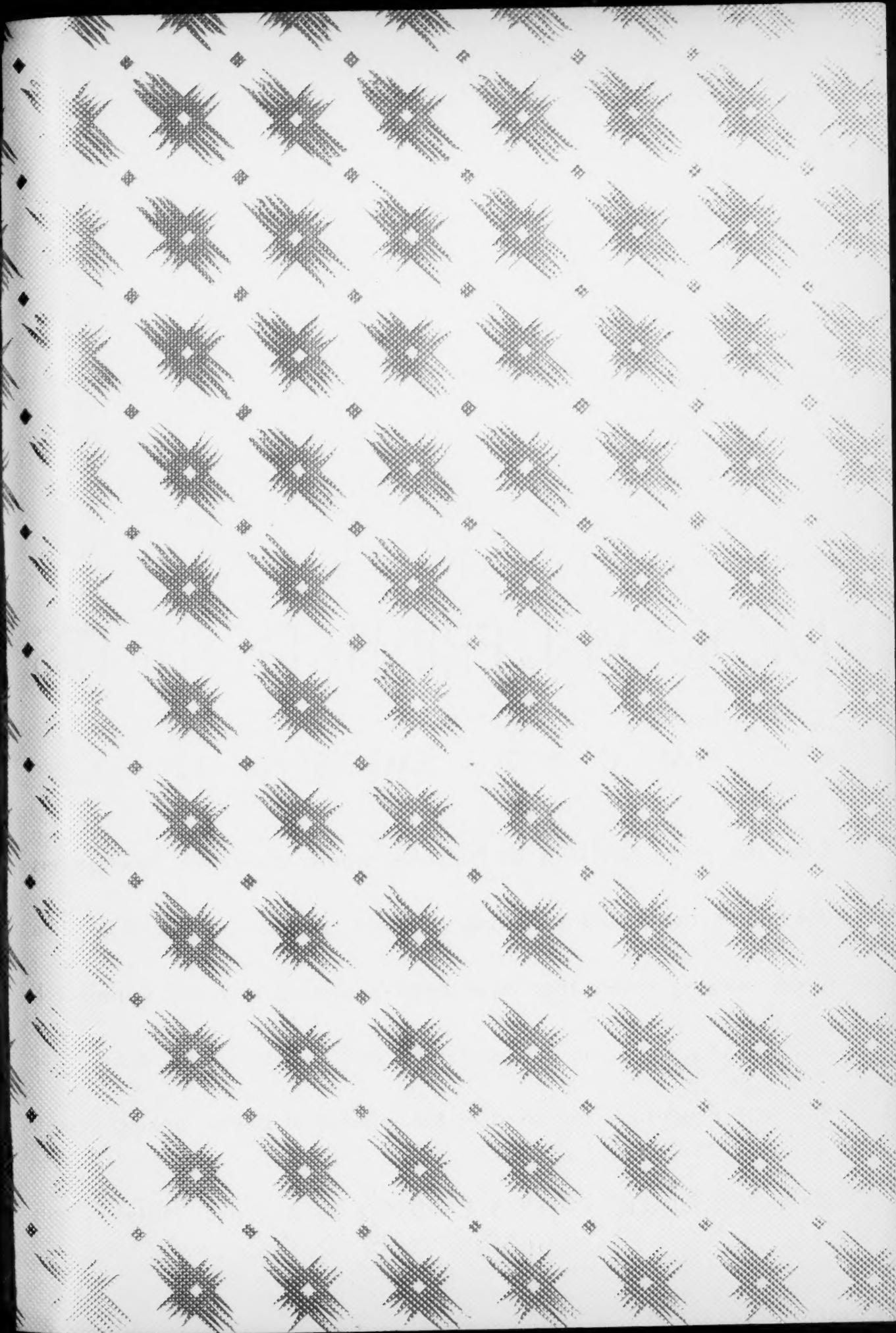


SUTHERLAND PAPER CO.

KALAMAZOO, MICHIGAN

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MODERN PRINTED FLINTS

M. C. 602 - EMBOSSED 42

From the Hampden Mills at Holyoke, where distinctive box papers are made, comes this new and different creation — Send for the large working sheets that have been prepared in many varied colors, and try them out on your new box. There is no charge for this service which is furnished in the interest of better looking boxes.

HAMPDEN GLAZED PAPER & CARD CO. — Holyoke, Massachusetts

S

bers

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col-

for

xes.

setts



JUST AS SURE AS $2+2=4!$

Increased consumption invariably results from increased convenience in the use of a product; and wise is the manufacturer who sees to it that his container possesses maximum convenience in use.

Illustration below shows a few of the exceedingly convenient closures and pouring devices with which R C Cans are equipped. There are many others—all tried-and-proven and making good on containers for free-flowing products of many kinds.

Note, also, the exceptionally attractive appearance of these containers.

May we discuss ways and means of packaging your product to secure maximum effectiveness?

R. C. CAN CO. ST. LOUIS, MO.

Branch Factories:

Kansas City
Rittman, Ohio



MANUFACTURERS OF
ROUND, SQUARE, OVAL AND OBLONG PAPER
AND FIBRE CANS.

THE BIG VALUE IN Vacuum CAPS

- BETTER SEALING
- LOW COST

2 Exclusive Features

Deep Hook Shaped Thread (Patented)

Greater pull-down sealing pressure—easier application—easier removal.

Special Non-Sticking Liner (Patented)

Does not stick to glass, even when subjected to high processing temperatures.



CROWN ONE PIECE Vacuum SCREW CAP

HERE'S a cap proposition that is well worth looking into. For the Crown One Piece Vacuum Cap is not only low in cost. It also has two important features that make it a better closure for many kinds of glass packed foods.

Both features are patented. They are not to be found in any other cap. And both work together to

provide better sealing, easy removal and perfect re-sealing, regardless of the packing method used or whether the product is processed in the container.

Of course you will want to know more about a low cost cap of this kind. So send the coupon at once for screw and lug cap samples, prices and full information.

CROWN CORK AND SEAL COMPANY

World's Largest Makers of Closures for Glass Containers

BALTIMORE



MARYLAND

CROWN CORK AND SEAL COMPANY, BALTIMORE, MD.

Send samples, prices and full information on Crown One Piece Vacuum Screw and Lug Caps.

Name..... Address.....

City..... State.....

*Especially
SUITED FOR*

CATSUP	CHILI SAUCE
SYRUP	PICKLES
OLIVES	PRESERVES
JAM	APPLE BUTTER
JELLY	MINCE MEAT

WE BOX

EVERYTHING

↑ ↑ ↑ ↑ ↑ except your ears!

AN INELEGANT catch-phrase perhaps—but none the less expressive of the diversified nature of our business.

Ours is a tailored-to-your-order type of package manufacturing. For over twenty years we have been serving countless organizations in different fields whose requirements are of a highly specialized nature.

The boxes, displays or containers we develop are practical, of common sense construction, and within the price range required. Here are a few instances in point:

WE WERE called in by one of the largest manufacturers of automobile accessories to develop a salesman's sample case, that would enable an entire line of differently shaped items to be presented quickly and effectively.

(The result was an imitation-leather covered, velvet-lined case of wood construction)

ONE OF THE largest woolen manufacturers in the United States asked us to work out a package to present adequately to the trade—custom tailors—the season's newest patterns.

(The result was a large cardboard chest-effect box covered in imitation leather beautifully embossed and sprayed to give an antique two-tone effect)

A MANUFACTURER selling to the department store trade came back from Paris with an original idea for a lady's vanity. We helped him produce it.

(The result was a smart item covered with satin, leather, velvet and other fancy cloths and mirror lined. Special dies were made for its manufacture)

A JEWELRY MANUFACTURER called upon us for a display and box to feature a pendant and bracelet. He required an original idea.

(The result was an inexpensive but distinctive paper-covered cardboard display box)

THERE ARE many other examples of the unique type of broad box service that we are rendering our customers. Practically anything made of wood, or cardboard, or metal, and involving the use of satin, velvet, leather, imitation leather, or fancy paper, can be made by us.

We invite inquiries from manufacturers who are interested in developing new types of items in which the extensive facilities we have to offer are required.

ARROW MANUFACTURING COMPANY, INC.

15th & HUDSON STREETS, HOBOKEN, NEW JERSEY

Telephone HOboken 3-8472 or Rector 2-1251



COLOR STOPS THE EYE
... STARTS THE SALE

Maryland **BLUE** Bottles

"THAT'S WHAT I WANT ... IN THE BLUE BOTTLE"



MAKE your product easy to see and you make it easier to sell. Alert manufacturers have proved it! Proved it by dressing up their products with color—to make them stand out on display and outsell competitive products.

You, too, can clothe your product in color—rich, royal color that says "quality" in a modern, exclusive way. Put it in a bottle or jar of Maryland BLUE. The brilliant, distinctive blue catches the customer's eye. Suggests the quality of the product within. Makes the product easily identified. Serves as a reminder to buy. Result: your product is seen, recognized and bought more frequently.

Let us send free samples and show you how your product will look dressed up in Maryland BLUE Bottles. They are made in a wide variety of modern stock shapes and sizes which are very distinctive when used with appropriate caps and labels.

Maryland BLUE Bottles are also made in special designs for many famous products. In requesting samples, just tell us the nature of your product and the sizes in which it is packed. Or, better still, send us samples of your present containers.



Maryland
BLUE *Bottles*

MARYLAND GLASS CORPORATION

Baltimore, Maryland

NEW YORK REPRESENTATIVE:

Two-Seventy Broadway, New York City

PACIFIC COAST REPRESENTATIVE:

Owens-Illinois Pacific Coast Co., San Francisco

MARYLAND GREEN TINT AND FLINT BOTTLES ARE OF THE SAME HIGH QUALITY AS MARYLAND BLUE

The Candid Camera Proves that DESIGN ISN'T ALL



for better execution of
fine package design . . .
work with MICHIGAN

Yet, when this perfect child of the designer's imagination is produced — too often — all too often — the beauty, the brilliance and, with them, the sales appeal are gone.

Almost every package looks like a "winner" on the designing board. Its perfect lettering cries out "Buy Me." Its brilliant colors shout "See Me." Its sharp, clear, attractive outlines whisper appealingly "Display Me."

We at the Michigan Lithographing Company pride ourselves on our ability as designers of packages and displays, but more than that, we pride ourselves on our ability to reproduce in mass production cartons, labels, wraps and displays which lose not one iota of the perfection

of their original design. The packages we produce need not fear the candid eye of the camera — they can stand up and win on shelves and counters, in windows and in the home, for accuracy of reproduction is our watchword.

If you have an old package that needs new sales strength, if you plan a new package that must be a "winner" we invite you to learn the details of the Michigan method of package lithography. Write to

LABELS • PACKAGE WRAPPERS • DISPLAYS • BROADSIDES • COMPLETE PLANNING AND ART DEPARTMENT • FOLDERS • LABELS • PACKAGE WRAPPERS

LABELS • DISPLAYS • FOLDERS

MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS MICHIGAN

LABELS • DISPLAYS • FOLDERS

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RESINOX

MOLDING RESINS • MOLDING COMPOUNDS
LAMINATING VARNISHES

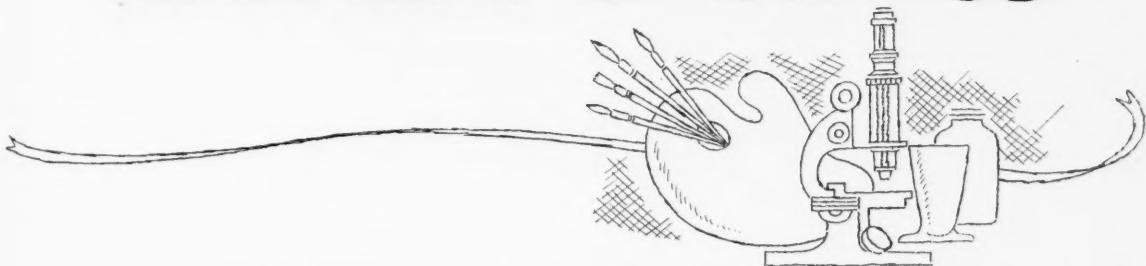
Packages and products molded with Resinox command attention and stimulate sales. Resinox is odorless, water-resistant, and available in a wide variety of colors. It molds perfectly, cures uniformly, and finishes with high luster, beauty and strength.

KEEP IN TOUCH WITH RESINOX DEVELOPMENTS

RESINOX CORPORATION

Subsidiary of Commercial Solvents Corporation and Corn Products Refining Company
230 Park Avenue, New York City

Package design is an *Art* but it's also a *Science*



It is on the *science* end where Anchor can be of very special help to anyone interested in a new package or its design. After all, the best package design, the kind that almost leaps off the counter into the outstretched hands of the buyer, can be utterly ruined if—let's say—the contents inside have leaked out a bit and smeared the outside of the package.

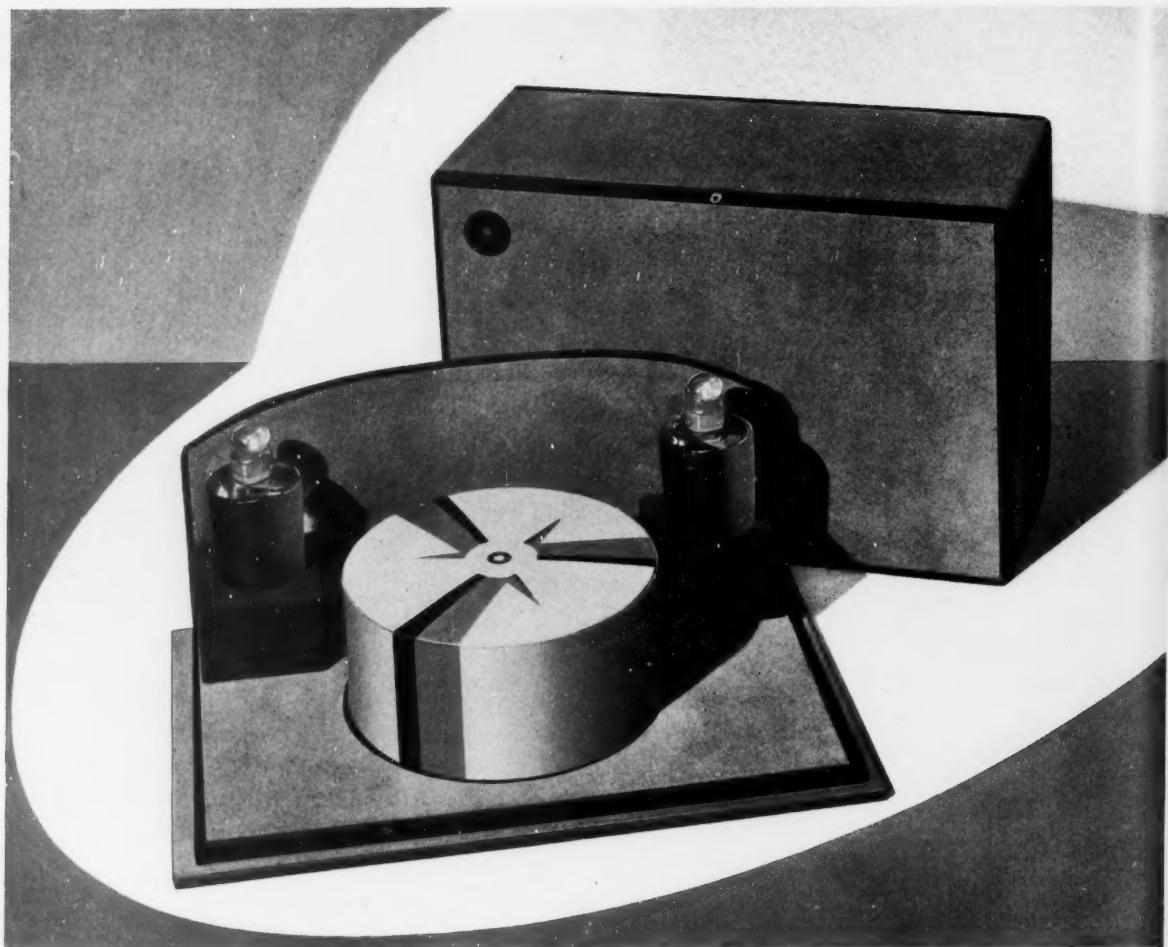
Why does Anchor claim to be able to help you? For two very good and valid reasons: **FIRST**, we make the most complete line of closures on the market, 28 different types, to fit almost any sort of product with almost any sort of characteristics. Hence we can give you an unbiased recommendation—so that the product in its long journey to the consumer does not lose an iota of its strength, its purity, its taste or its quality. **SECOND**, Anchor has had thirty years of taming unruly products, of developing closures that are both efficient in sealing and convenient to open, of taking into account the production problems of manufacture. We think those practical things are important enough to maintain complete Chemical and Biological Laboratories and extensive Research, Engineering and Package Design Departments.

A request to any Anchor office will bring a man qualified to combine the scientific and the practical with the art of package design.

ANCHOR CAP & CLOSURE CORPORATION
LONG ISLAND CITY, N. Y. TORONTO, CANADA

Branch Offices: ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT
HOUSTON • LOS ANGELES • LOUISVILLE • MONTREAL • NEW YORK • PHILADELPHIA • PITTSBURGH • ROCHESTER • SAN FRANCISCO • ST. LOUIS • TORONTO

Anchor Caps **MAKE** *Better Packages*



Time and Tide wait for No Man!

Packages as well as men's habits must be changed with the trend of the times. Packages can also create habits—better packaging educates the consumer to expect better quality.

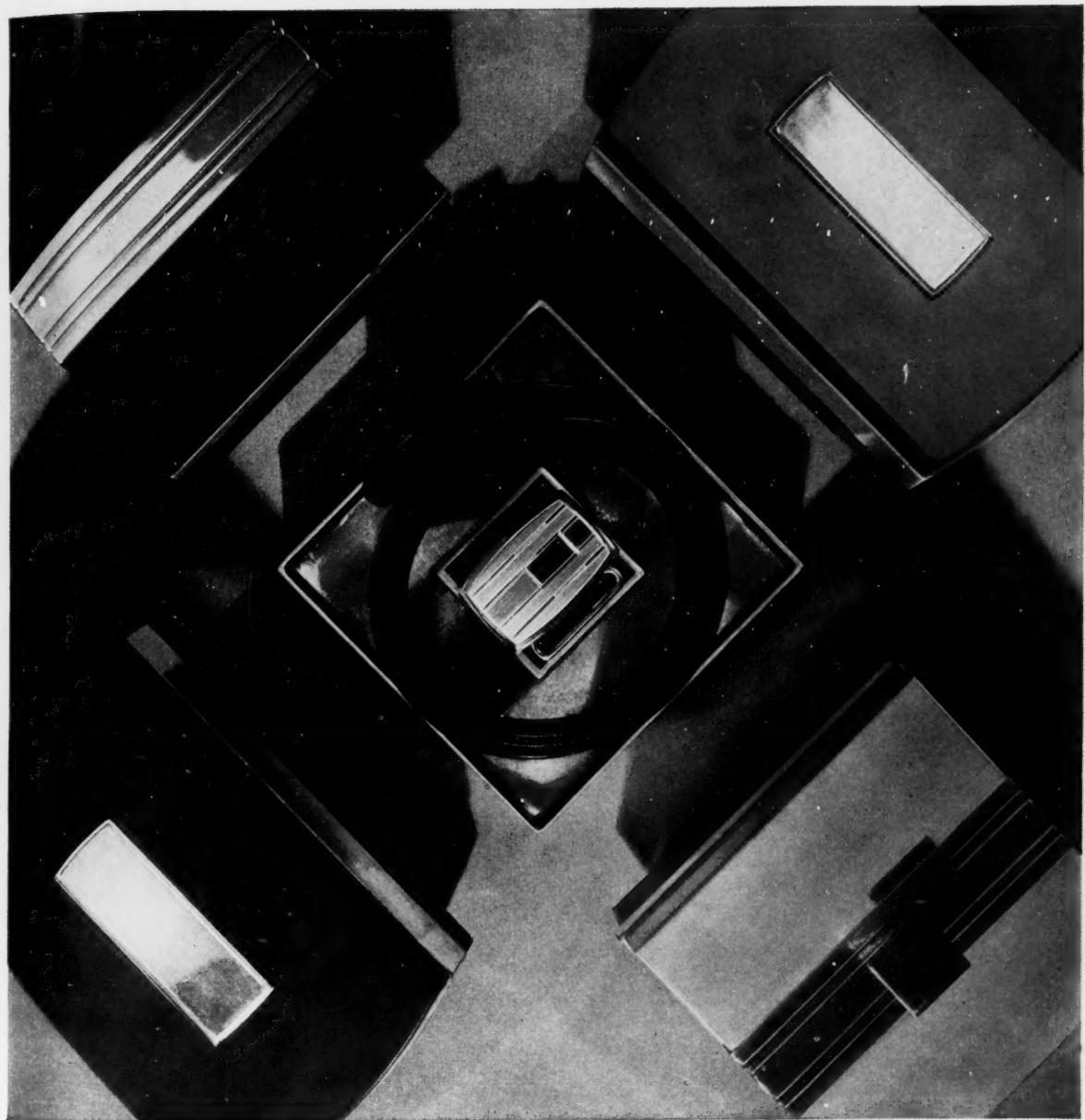
Today, as never before, quality and appearance must be the first perquisite of salability. We advise that you consult with us as we are not only up with the tide but actually ahead of it—in the originality and quality of our packaging ideas.

THE WARNER BROTHERS CO.
BRIDGEPORT

New York Office: 200 Madison Ave.

CONN.

FANCY PAPER BOXES
HAND MADE
AND
MACHINE MADE
•
FOLDING BOXES
•
ARTISTS AND
DESIGNERS ALWAYS
AT YOUR SERVICE



Re-use containers for Hickok Belt Co. The boxes are chromium plated, gold plated and lacquered zinc die castings, produced by the Doehler Die Casting Co. Color photography by courtesy of The New Jersey Zinc Company.

Printed on a Special New Lustro Gloss Superfine Coated Book with Zinc Sulphide Pigments in the Coating. Paper by S. D. Warren Company; Printing by Plandome Press, Inc., New York.

HORSE HEAD ZINC

99.99 + %
UNIFORM
QUALITY



**NEW
BOXES**

**NEW
DESIGNS**

**NEW
MATERIALS**

.... this time it's a ZINC Die Cast box. This is a new process and a new material offering design advantages and production economies the package designer cannot ignore.

Capable of reproducing as intricate designs as may be desired and of being economically finished in metal platings and lacquers, ZINC Die Castings make strong, light, non-warping boxes at a cost which is favorably competitive with other materials.

Attractive and permanent packages, die cast boxes are sure to advance the sale of a product with the "dual purpose" incentive. With their eyes on a new handkerchief or cigarette box many wives will buy their husbands new Hickok Belts in these new ZINC Die Cast packages.

THE NEW JERSEY ZINC COMPANY



160 FRONT STREET, NEW YORK CITY



ZINC METAL ALLOYS - ROLLED ZINC - ZINC PIGMENTS - SULPHURIC ACID - SPIEGELEISEN

STANDARD FITS YOUR TUBE TO YOUR PRODUCT

For thousands of products collapsible tubes provide the ideal package. But to obtain the fullest measure of convenience and efficiency it is essential that the tube be carefully designed for the product to be packaged.

The grade of metal should be selected for lowest cost consistent with best service and appearance. The opening should be of the size and type to provide most convenient use.

STANDARD TUBES in three grades of metal (pure tin, lead alloy and tin coated) and in twenty-five styles of openings offer a selection to meet practically any requirement.



Tell us your product.
We will send samples
of the proper tube.



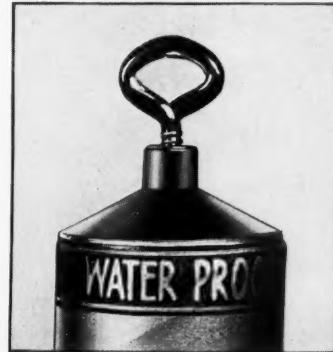
A-5 Opening—

For oils, greases, tire cut fillers, auto top sealers, etc. The tip allows easy application and the cap provides a valve type seal.



A-6 Opening—

Developed especially for caulking compounds and roofing cements. The end of the tube is either straight or cut on an angle to make easier the application of materials to a corner or crevice.



S. G. Opening—

Glues and Plastic Solders are best packed in tubes with sealed end openings. A metal diaphragm, used to seal the material against evaporation, is punctured when ready for use. In one type a screw-eye is provided to puncture the diaphragm and act as a seal. In another type a nail or pin performs the same function.

**STANDARD
SPECIALTY and TUBE COMPANY**
NEW BRIGHTON
NEW YORK REPRESENTATIVE, H. T. WARREN, 122 E. 42ND ST.

PENNSYLVANIA

A Cordial Invitation

Is Extended To All Those Who
Manufacture, Sell or Design

PACKAGED PRODUCTS

To Visit

**THE PERMANENT PACKAGING
EXPOSITION**

Wherein Are Displayed
Over 2,000 Entries In The

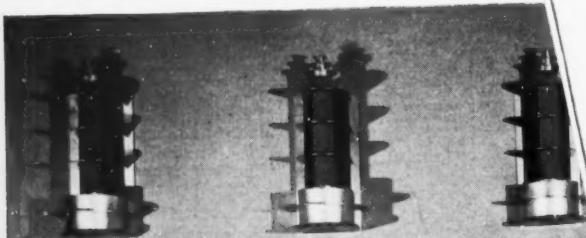
**1933 ALL-AMERICA TWELVE
COMPETITION**

Including
**THE TWELVE ALL-AMERICA
PACKAGES**

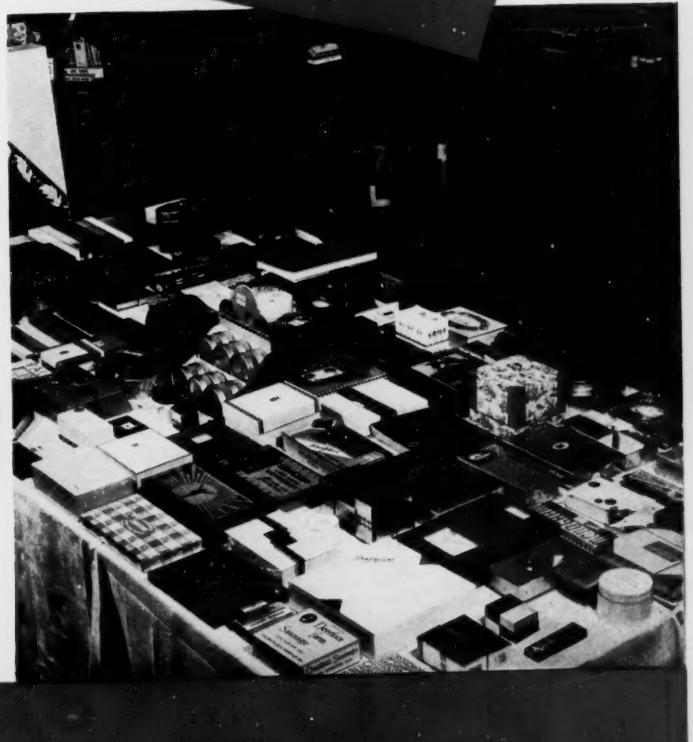
And The

**"HUNDRED OUTSTANDING
PACKAGES OF 1933"**

•
PERMANENT PACKAGING EXHIBIT
425 4TH AVENUE, NEW YORK CITY
•



NOW ON EXHIBITION ALL ENTRIES
IN THE — 1933



93rd AMERICA PACKAGE COMPETITION

UTILITY CONTAINERS BY CROSS



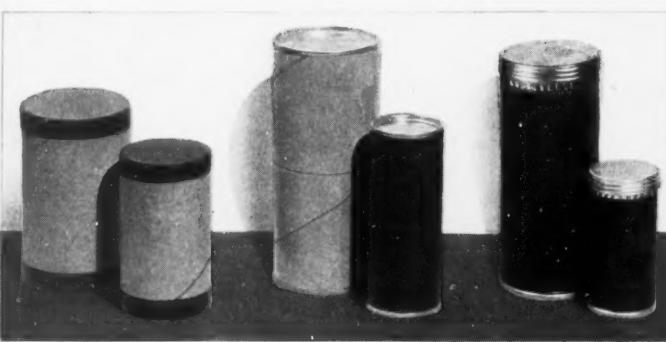
Dredge-Wheel Type

Friction
Plug Top

Tin Slip Top
Dry Drug Packers

Revolving
Sifter Top

Aluminum
Pouring Spout



Flush-Covered
Paper Box

Cross Pilfer-Proof
Mailers

Screw-Top
Mailers



Paper Box Specialties



Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various other food products.

Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

Let us help to make your package a sales builder.

**CROSS PAPER PRODUCTS
CORPORATION**

THIRD AVE., AT 140TH ST., NEW YORK, N. Y.



CHASE CONTAINERS AND CLOSURES

This page gives only a suggestion of the many beautiful "Jewel-Glo" finishes which can be had in Chase brass Containers and Closures.

"Jewel-Glo" finishes are produced in practically all colors and in brilliant chromium,



polished nickel, satin brass and other metal tones. Chase artists, who create Chase gift-wares, will be glad to design a container for you or redesign your old container or closure to add selling appeal to your product.

Chase Containers and Closures



The Chase Companies has long owned and operated the Consolidated Safety Pin Company of Bloomfield, N. J. Due to the increasing preference for metal containers and closures, we have decided to separate the production and sale of these products from that of the safety pins. The Consolidated Safety Pin Company will continue to sell its safety pins under its own name. Containers and closures will now be manufactured at Waterbury, Conn., and sold thru the Chase Brass & Copper Co. by its new Container and Closure Division.



This new setup makes available the large manufacturing facilities of the Chase factory at Waterbury—one of the most modern brass cutting-up plants in the country.



Now the expert designers of Chase brass, copper and chromium giftware—whose practical vision of the needs and appeals of today have made these articles so universally popular—will be at your service to redesign or suggest new Containers and Closures.



There will be no change in personnel. Mr. A. I. Quackenbush, who has been responsible for the sale of containers and closures of the Consolidated Safety Pin Company, will be in charge of sales of the new Chase Container and Closure Division. The men familiar with your requirements will call on you as usual. Central offices and exhibition rooms will be at 200 Fifth Avenue, New York.



CHASE BRASS & COPPER CO.

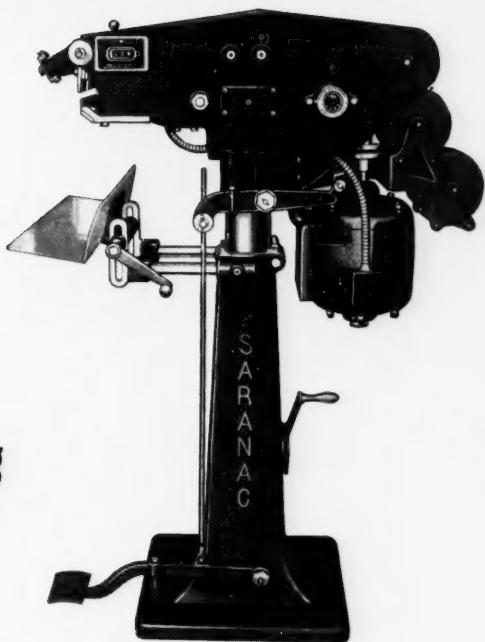
—INCORPORATED—

CONTAINER AND CLOSURE DIVISION

200 FIFTH AVENUE

NEW YORK CITY

Meet the Machine That Made the Paper Bag a "Real Package"



The sift-proof, attractive seal which the Saranac Model D Machine applies to the square or automatic style of bags is illustrated below. The nature of the Saranac Seal places your packaged products in the class of a shelf package similar to a carton and at *less expense* for a seal of comparable quality, at *less expense* for the package than would be required for even the simpler forms of cartons. The automatic style of bag with its square sides, square bottom and distinct corners is a vast

improvement over the ordinary style formerly used for such products as flour.

The Saranac Model D Bag Sealer has made the automatic bag economically practical. The automatic bag makes bag packaging practical from a merchandising point of view.

Write now for full details of this remarkable machine. With your inquiry send samples of your bags and state the nature of your commodity and the output required per day. Saranac will immediately send you the data necessary for your consideration.

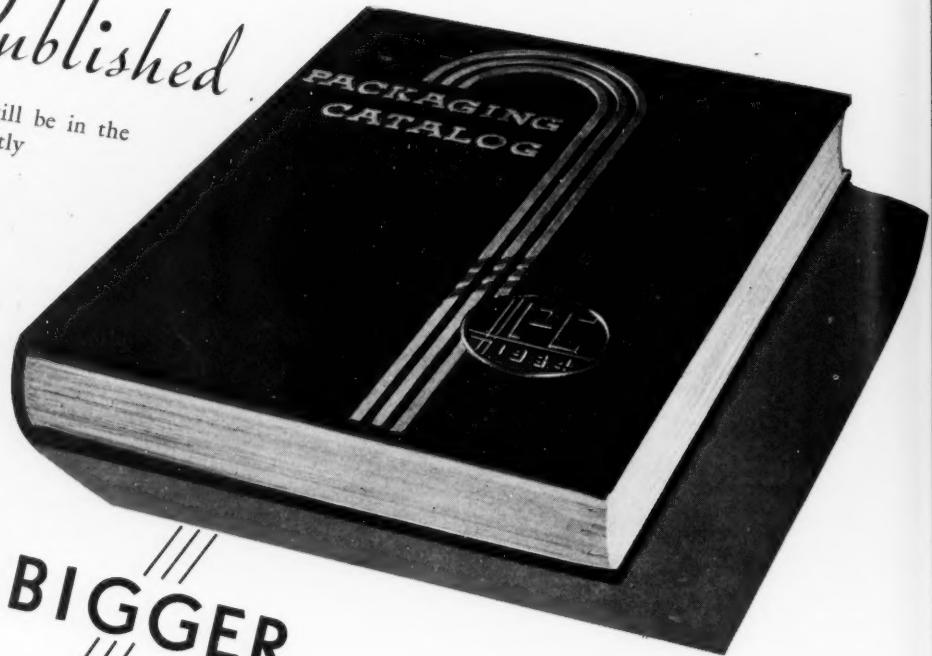
SARANAC BAG SEALERS
(INCORPORATED)
BAG CLOSING and STAPLING MACHINES
BENTON HARBOR, MICHIGAN



Illustrating the stages of sealing paper bags on the Saranac Model D machine producing a reverse-double fold—stapled—sift-proof closure.

Just Published

Subscribers' copies will be in the
mails shortly



BIGGER . . .

ENTIRELY RE-EDITED . . .

The 1934 Packaging Catalog is the largest, most carefully compiled encyclopaedia of packaging ideas and information ever published. It contains 348 pages and over 200 actual samples of papers, labels, bags and packaging materials.

The editorial section—more than 95 chapters—has been completely re-edited, each chapter written by an expert in his line. Over 300 new photographs and drawings have been added. There is a complete directory of manufacturers and suppliers of every type of packaging material and machinery. You will find the answer to every question about packaging in this—the last word on the subject.

157 CATALOGS IN ONE . . .

Over 150 manufacturers have cooperated in making this work possible. Their advertisements, a veritable mine of valuable information, give you the essential facts about every worthwhile product or tool of aid to the package user. PRICE \$5.00. FOR INFORMATION WRITE CIRCULATION DEPARTMENT, BRESKIN & CHARLTON PUBLISHING CORP., 425 FOURTH AVENUE, NEW YORK.

1934 **PACKAGING CATALOG**

THE FIFTH OF A MODEL CARTON SERIES



Presenting

2 Valuable Suggestions to Carton Buyers



Edwin H. Scheele, New York, offers this carton as a worthwhile idea for makers of many kinds of packaged products.



First, he has gained a remarkable result in one color on buff RIDGELO Clay Coated Folding Boxboard. Then, he has made a carton suitable for group display. This same result could be obtained through initials or abstract motifs. Such a design has memory value, and should be a stimulus to dealer display.

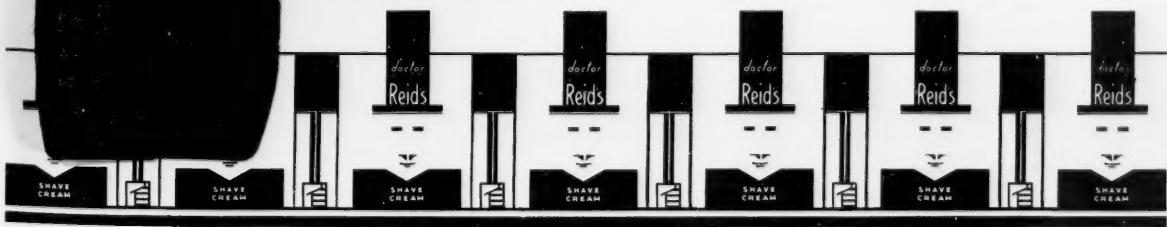


The sale of any article that requires a folding carton can be strengthened by the intelligent use of

Ridgelo
CLAY COATED
FOLDING BOXBOARD

Made at
RIDGEFIELD, NEW JERSEY
by
LOWE PAPER COMPANY

Canadian Representative: W. P. Bennett & Son, Toronto
Pacific Coast Representatives: Blake, Moffitt & Towne, Los Angeles
and Zellerbach Paper Company, San Francisco



IT'S NOT A SECRET

JUST GOOD SHOWMANSHIP!



How about a stock-mold container like this ★



Picture your product in a more salable package

OnIzed
PHARMACEUTICAL AND
PROPRIETARY WARE

● Customers may not realize how much the style of the package has influenced their decision to buy—but the man behind the counter knows! His books and orders tell the story, as sales of individual products rise with a change to a new, more modern container.

That customers prefer to buy products smartly packaged in OnIzed glass containers is no secret—it's just good showmanship! Choose your new package from the multitude of attractive and practical stock shapes and sizes of OnIzed glass containers for proprietaries and pharmaceuticals. Consult with Owens-Illinois and profit by the wealth of glass packaging ideas that our New Uses and Research Departments are continually developing. Write at once for complete information. Owens-Illinois Glass Company . . . Toledo, Ohio.

Owens-Illinois



VOLUME 7

• FEBRUARY

• NUMBER 6
1934

MAKING FIVE DO THE WORK OF TWENTY— AND DO IT BETTER

by Steele Morris*

LAST YEAR the California Date Growers Association introduced four new packages for its fresh dates and one for hydrated or steamed dates. Because these packages are geared to the basic function of merchandising and selling, they are doing a better job than the twenty packages formerly used by the Association. The new packages meet the requirements of the consumer, retailer and wholesaler. They are adapted to the peculiarities of the product, its packing and handling. They serve that variety of functions which an extensive survey proved to be necessary if increasing date crops are to be sold at satisfactory prices.

Each year the United States consumes approximately forty-five million pounds of imported dates and five million pounds of American dates mostly grown in California's desert oasis in the Coachella Valley. The California Date Growers Association controls about 50 per cent of this production.

Low prices to the growers during the 1931-32 crop season vividly pointed out to the Association that immediate action was necessary to increase consumer demand. The growers didn't know if the solution was in consumer advertising, which had never been used by the Association, or in other phases of merchandizing and selling. In order to find the answer to this question the Association consulted with the Lord and Thomas Agency who recommended an all-inclusive survey of its business, covering every step in the handling of the dates from the palm to the ultimate consumer. A trained group of disinterested investigators started their study in the date gardens and packing plant, continued it through the various channels of distribution and completed it with the retailer and consumer.

* Food Department, Lord & Thomas, Los Angeles.

*The Desert Gold gift box
used by the California
Date Growers Association*

As a result, at the end of a few months' time and before the new crop was ready for picking and packing, the Association had decided upon and executed basic changes in the grading, packaging and marketing of their dates. The revision of the packages became one of the major problems and hinged on the following considerations.

California dates are different from imported dates. All dates grow in clusters weighing about 20 lbs. each. There is no uniformity in the time of ripening of the dates and in California the dates are individually picked from the clusters as they ripen. On the other hand, imported dates are left on the palms not only until the entire cluster has ripened but until the dates are thoroughly cured or dried. As a result California dates are usually plumper and lighter in color, have a different flavor, are not sticky to the touch and, because they are not cured, they are perishable. After a month or more, under average conditions, California dates lose moisture and spoil like any fresh fruit. But their fresh condition can be maintained for long periods if they are kept under refrigeration.

The investigators found that both the trade and the consumers seemed to prefer California dates to imported





In the Pantry Pack, as used by the California Date Growers Association, the shipping box functions also as a display container

dates, provided they were in fresh, ripe, moist condition. Due to improper packaging, distribution and selling, California dates did not always reach the consumer in this condition, but were often dry and stale. Repeat sales were difficult if not impossible to make and, consequently, consumer advertising would have been wasted effort. The consumer might have been made to buy once but it was doubtful whether she would have bought again.

It was found that consumers preferred to buy dates in 8- and 10-oz. packages and bulk lots of one pound. The Association was packing four basic grades of dates in a variety of packages including: 5-, 6-, 8-, 10- and 12-oz. trays; 1-, 2- and 3-lb. tins; 5-, 10-, 20- and 30-lb. cartons and in lug boxes; to a total of 18 or 22 packs under several brand names. The non-uniformity of packages was somewhat confusing both to the trade and the consumers. The design and type of packages were confectionery in style and did not clearly indicate the perishable nature of the fruit.

Distribution was secured almost entirely through brokers specializing in dried fruits and nuts. These distributors were inexperienced in handling a perishable item which had to be introduced to the trade and consumers, and which had to be moved into consumption quickly.

Retailing was done through grocery stores and grocery departments where the product was largely handled as a confectionery item selling in competition with nonperishable imported dates. California fresh dates sold slowly and often remained on grocers' shelves until spoiled.

As a result of these basic considerations it was decided that most of the Association's dates would be

handled and sold as a perishable fresh fruit; shipments would be made under refrigeration; distribution would be secured through exclusive fresh fruit wholesalers who would maintain spot stocks under refrigeration for withdrawal as needed; wholesalers would be required to sell only to fresh fruit and vegetable stores and departments, except where proper distribution in this manner was not possible, and packages would be redesigned in accordance with these and other considerations.

It was decided that there would be one brand name for all Association dates, and that each of the four grades of dates would have a different and distinctive package; that packages would give a maximum of protection to the dates to prevent spoilage and prevent crushing during handling and shipment; that they would meet trade and consumer requirements regarding size and convenience; that they would be adapted for use in fresh fruit and vegetable departments; that they would indicate the perishable nature of the product, and that they would act to move the product into consumption quickly.

The selection of a brand name was based mainly upon the trade's acceptance of the five brand names previously used. The name Desert Gold was chosen because it had good trade acceptance, because the best dates had been packed under this name and because it was most descriptive of the product.

Because it was imperative that the dates move into consumption rapidly, it was (*Continued on page 60*)

Used as a sampler or introductory package, the Tid-Bit Pack has produced excellent results





PROFITING THROUGH REDESIGN

by J. J. Hoffmann*

*J*N 1930 the Zanol Products Company (The American Products Company) reached a decision to redesign and repackaging its complete line of toilet preparations. In view of the unsettled conditions of the country at that time, the undertaking was branded by many as a foolhardy move. However, the increased sales volume resulting from the new packages was so satisfactory that a program for redesigning the food, cleanser and household lines was immediately inaugurated. This restyling and repackaging program has recently been completed.

In order to understand the problems connected with such an undertaking it is necessary to briefly review the history of the company. The Zanol Products Company was founded in 1907 by Albert Mills, whose assets at that time were a few hundred dollars and an idea. Albert Mills planned to distribute daily household necessities to the consumer, direct from the manufacturer, through authorized agents or dealers who called from house to house.

The initial line consisted of only a few products which Mr. Mills himself manufactured and sold. The immediate success of the business proved that the plan was sound. The business grew and continued to expand until today the Zanol Products Company occupies its own seven-story, daylight plant, one of the finest and most complete structures of its kind in the country. Albert Mills, the founder, is president of the company and the active head in formulating and executing its policies.

* Sales promotion manager, The Zanol Products Co.

Today the company manufactures and sells more than 350 different products but the method of distribution is still the same as at the beginning. Zanol products are sold only direct to the consumer through authorized dealers located in every state in the Union—they are not sold in stores.

In redesigning the food, cleanser and household lines, more than 150 products were directly affected. Over a period of a quarter of a century these products had become established and were being used in thousands of homes in every section of the country. Any change must, therefore, be made with a thorough knowledge and understanding of the problems involved. It was recognized at the very beginning that fundamentally package designing is not merely a matter of clever ideas, sporadic inspirations and artistic technique, but rather a matter of knowing the basic facts.

To determine these basic facts, complete surveys of the Zanol market and of the Zanol manufacturing facilities were made. Too often manufacturers make the mistake of handing an artist a product with instructions to design an appropriate package without supplying any information as to how the product is to be manufactured or sold. Generally, the artist will turn out an attractive package, but when the product is put into production it is often found that the new package cannot be conveniently or economically handled on the manufacturer's equipment, the new product will not pack properly in the company's standard shipping containers and the design, although at-

tractive in itself, is not suited to the market for which the product was intended. Such mistakes are costly but with a little forethought, research and planning can always be avoided.

After completing the initial surveys, the first step in the Zanol packaging program was a careful and thorough check of all manufacturing formulas by the Zanol technical and analytical staff. All necessary and contemplated formula changes were made at this time in order to tie in the new packages with production operations. The next step involved a careful consideration of the practical angles of packaging. From this point of view the most important function of a package is to provide adequate protection of the contents. Second, the package must be of such a nature that it can be conveniently packed for shipping. Third, the cost of producing the package must be consistent with the cost of the merchandise it contains. And last, but vitally important, the type of package selected must adapt itself for rapid and economical handling on the company's automatic packaging machinery.

At the time of undertaking this packaging program the Zanol Products Company was completely equipped with modern, up-to-date automatic filling, labeling and packaging machinery. The addition of new equipment was to be avoided except in such instances where the acquisition of new equipment would result in increased efficiency and lower production costs.

With all the basic facts determined, it was easy to establish definite standard sizes to which all cartons and containers could be made to conform. In place of a different sized carton or container for each product, as many products as possible were adapted to each one of the standard sizes, thus facilitating greater speed in production operations on automatic packaging equipment and lowering production costs.

Standardized sizes also made for more economical press runs of cartons and labels and further economy in printing was effected by standardizing on definite color combination runs.

The question of a standard design naturally came under consideration. It would have been possible and remarkably economical to adopt one standard design for all cartons and labels. It was, however, considered inadvisable to do this for two reasons. First, the Zanol Line consists of several groups of unrelated products, such as foods, laundry preparations, cleansers, insecticides, etc. Second, the catalog is a big factor in selling Zanol products—the catalog is the Zanol dealer's show window. Too much uniformity in package design would result in an uninteresting catalog.

The entire line was, therefore, divided into definite groups of related products. A standard design was adopted for each group and the family relationship among groups maintained through the propitious use of the well-known Zanol trade mark. This mark occupies a prominent position on the face of each package.

The actual designing presented some problems which do not generally confront the average manufacturer. Zanol products are not sold in a store, therefore the question of shelf display was not a major factor. On the other hand, Zanol products do not enjoy the advertising publicity which many items sold in retail stores receive. Each individual product is introduced to the consumer in her own home by the Zanol dealer. Actually, *each package is its own advertisement at the point of sale and must, therefore, not only attract immediate attention by its quality appearance, but must also show at a glance what the product is, what it is used for and how it is used.*

In the food group further consideration was given to the appetite appeal. Experience has proved that, in selling Zanol products at least, an illustration of a dish of tempting doughnuts on a prepared doughnut flour carton, a plate of golden-brown biscuits on a prepared biscuit flour carton, a light, fluffy cake on a prepared cake flour carton has a definite appetite appeal and creates an immediate desire to want doughnuts, or cake, or biscuits. Consequently, wherever practical food cartons bear illustrations of the cakes, or puddings, or desserts, or other foods which are prepared from the contents of the package.

Serious consideration was given to these illustrations.

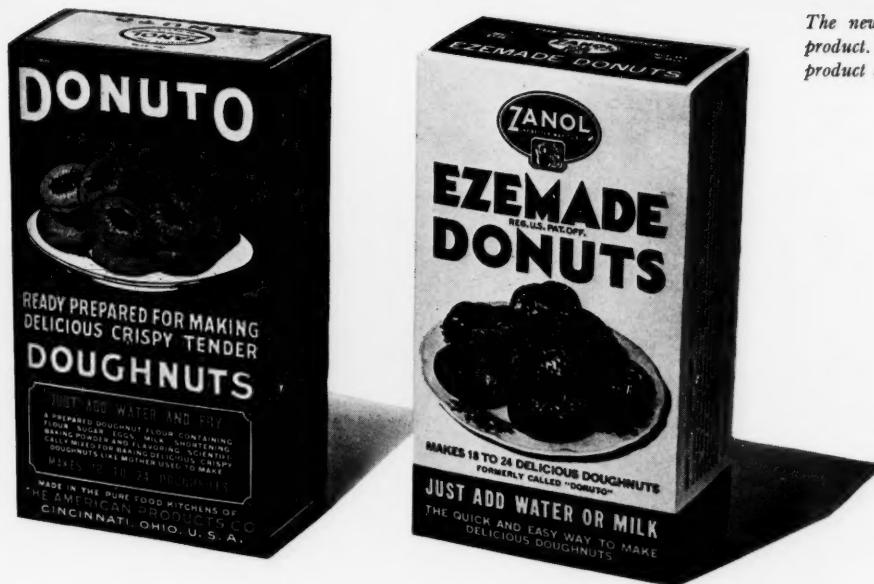


The old and the new. Ninety days after the new Eze-Jell package was placed on the market sales of this product showed an increase of over 300 per cent.

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The new name more aptly describes the product. In the new package sales of this product showed an increase of 75 per cent

To be effective, they must be as life-like as possible. To get this result direct photography was employed. A Cincinnati artist, Charles Austin, had been unusually successful in making three-color separation negatives direct from the original object and to him was assigned the task of producing the illustrations for the food cartons.

Thus to obtain the illustration for the Ezemade Donuts carton an actual plate filled with doughnuts was photographed. But this was not the usual type of photograph—in place of one negative, three separation negatives were made. The engraver worked directly from these negatives in making his plate. Each negative was shot through the proper filter, thus providing one negative for the red plate—one for the blue plate and one for the yellow plate. From these negatives the engraver produced a set of three-color process plates which when printed resulted in an illustration that accurately simulated the original.

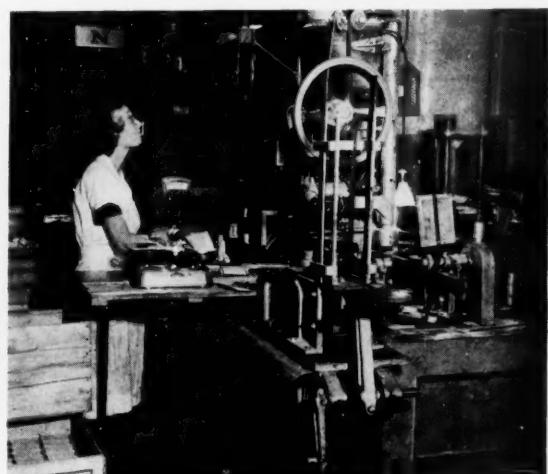
All the food illustrations were produced by this process and not only are these illustrations more natural looking than if they had been produced from paintings or photographs retouched in color, but the cost of producing them was actually less.

The introduction of the newly restyled Zanol line resulted in an almost immediate increase in sales. A splendid illustration is Eze-Jell. Eze-Jell is a gelatin dessert and one of the most popular products in the Zanol line, but it is a highly competitive product and the price must, therefore, be kept in line with competi-

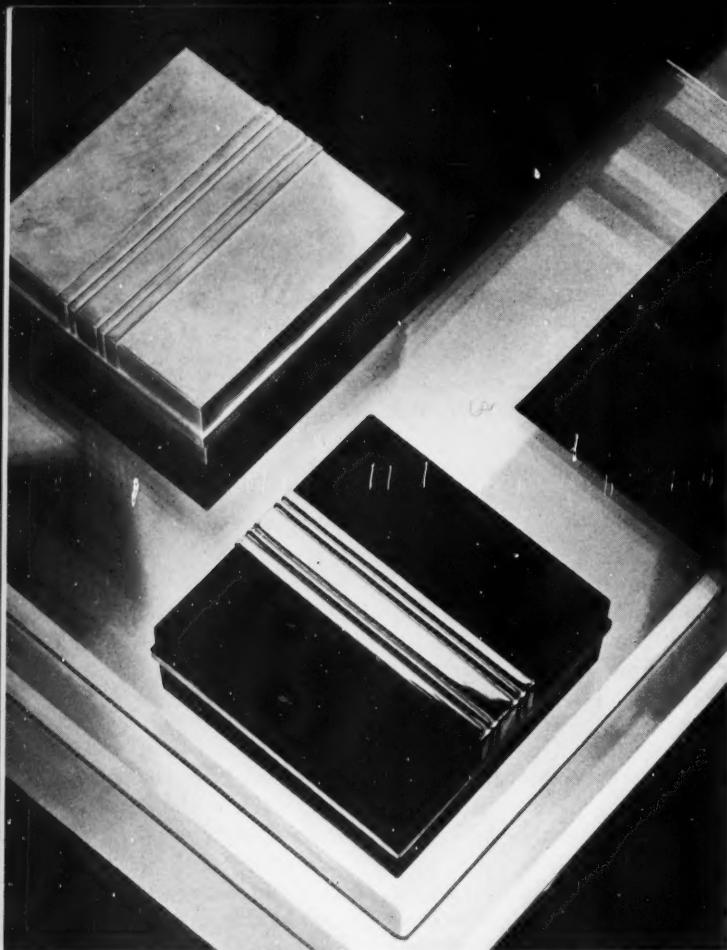
tion. Consequently, production costs must be held to a minimum, and to accomplish this end it was found advisable to procure special packaging equipment. An Anderson satchel machine was installed and the new Eze-Jell carton constructed to conform to the specifications which this machine demanded.

The design on the carton is simple but effective and on its face is illustrated an actual dessert made with Eze-Jell. To facilitate the recognition of flavors, the color of the dessert on the carton corresponds to the flavor inside—orange colored dessert for Orange Eze-Jell, strawberry colored dessert for Strawberry Eze-Jell, and so on.

Eze-Jell is now being handled with remarkable speed and efficiency on the new equipment. The satchel machine requires only one operator whose only duty, other than to see to it that the machine is functioning properly, is to place a stack (Continued on page 57)



One of the two machines used for filling bags or satchels containing Zanol Eze-Jell, cake icings, pie fillings, prepared desserts, etc. Each machine delivers thirty packages a minute.



Die-cast zinc boxes used by Hickok Manufacturing Company for belt sets. Upper box, unfinished; lower is lacquered and plated.
Photo by Underwood & Underwood

THE success of the Hickok belt re-use containers has created a wide-spread interest in zinc die-castings in the packaging field. It would not be fair to state that this was the first endeavor in the field. Previously I have designed a series of novelties, including cigarette containers, and the Walker-Turner Company of Plainfield, N. J., has long used a die-cast container for various sizes of drills. But these are more or less minor endeavors. To the Hickok Company goes the major honors in introducing a new and very promising packaging method and material.

To describe briefly the method of design and production, let me explain the problem in terms of these boxes. Die-castings are used in various industries but in none to a greater extent than in the automotive field. The wide range of application runs from hardware and radiator ornaments, where beauty of finish and design are paramount, to fuel pumps, carburetors and other mechanical parts with tensile strength, impact strength,

* Designer, The Doehler Die Casting Company.

Two-pack cigarette container and circular combination cigarette and ash-tray. Both die-cast, plated and finished in various colors.
Photo by courtesy of New Jersey Zinc Company

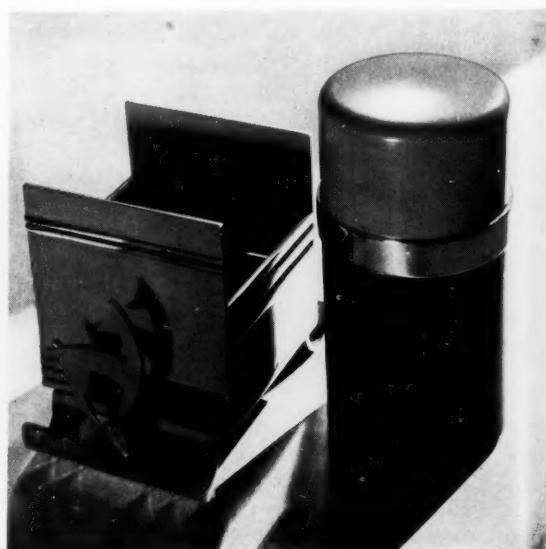
QUALITY ASSOCIATION IN DIE-CAST BOXES

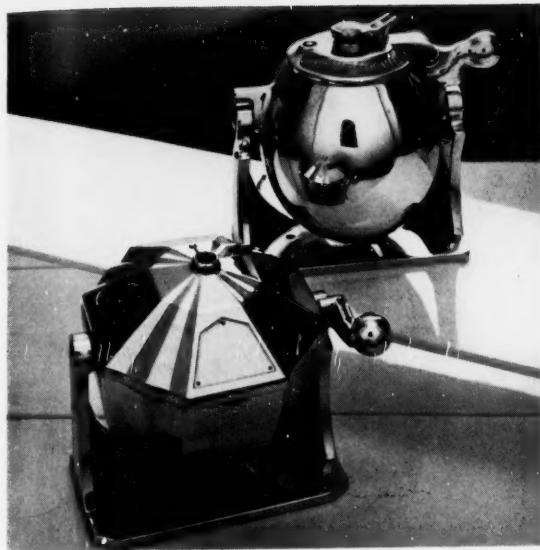


by George Graff*

resistance to corrosion and other purely physical properties are the important features.

The reason for the wide-spread use of zinc die-castings in the automotive industry (they are standard on all automobiles) is the same reason that makes their





Original and redesigned soap dispensers. Both are zinc die-castings of heavy construction

use feasible for packaging. In large production units their costs can be astonishingly low and, in addition, their physical properties are better for the applications made than those of other materials.

Zinc die-castings and molded plastics are akin in this respect. Each is made by forming metal under pressure into steel molds or dies. In the case of the metal it is forced into the die, after being heated to the molten state, the pressure ranging according to the process and properties desired.

Die-castings are made from alloys of zinc, aluminum, lead, tin and brass. Zinc is most widely used, because of its physical properties after casting, its melting point which insures a long die life, its ease of plating and finishing and the relatively low price of the material. Where lightness is absolutely essential, aluminum is used.

In die-cast containers the process gives the designer a flexible medium. You can utilize the production advantages of less machining, fewer parts where fewer parts are needed, intricate shapes that can be made in no other way and low unit costs.

Finish is necessary, but practically any type of commercial finish can be applied to zinc die-castings. They may be electroplated with chromium, nickel, copper, brass, bronze, gold or silver, as well as coated with paints, varnishes, lacquers and enamel. The smooth surfaces require little preparation for plating, usually only a light polishing.

The Hickok boxes are simple in conception and design. Top and bottom are zinc die-castings with a wall thickness of .045 in. This is a thin wall casting slightly heavier than a stamping. The weight, however, is not in excess, and proper weight is a favorable factor in consumers' acceptance for such a re-use box. Weight has its advantage in that it creates value.

Since design is of importance, combination of color and plating is an important factor in favor of the die-cast box. Surely the black and chrome duet cannot be so intrinsically utilized in any other way. On the other hand, the lower portion of the box might have been a molded plastic with its intrinsic color, while the upper portion remains as is with its intrinsic metallic appearance.

It seems to me that both molded plastic and die-castings will be favored by the entry of zinc die-castings into the packaging field. They can be very effectively used in combination with each other and the possibilities of this combination extend the opportunities of design. Present plastics offer the full color scale; zinc die-castings provide all the plating tones and values, including a dull and high light surface. Where one has the advantage of lightness the other has the advantage of weight. And since the die and production costs by either method are competitive with each other a combination of the two causes no increase in that important item.

Too often a color value of the plating surface is overlooked. A high lustre plate assumes a mirror surface and all the color in the surrounding interior becomes a part of the box and adds to its beauty. This is of course a truism that depends largely on the area of the surface and also the ingenuity of the design for its value. It is now being recognized in modern lamps and can well be utilized in re-use boxes.

Undoubtedly containers produced in this manner have not only a great value because of their newness but a quality value because of the strength, appearance and association of metal. The Hickok boxes have it, and most of the boxes now in the course of production are being made because the (Continued on page 62)



Display rack or stand of die-cast zinc combined with glass shelf. Chromium finish with black enamel letters. Photo by courtesy of New Jersey Zinc Company



ESTABLISHED MEAT PRODUCTS IN NEW DRESS

by Arthur S. Allen

LAST winter, R. S. Sinclair, president of Kingan & Company, called at my office to inquire if I would be interested in doing over their packages. I showed him what I had done in past years for many large concerns and, after many interviews and investigations, I was chosen for the work.

In 1845 three brothers, Samuel, Thomas D. and James Kingan, started in the meat packing business in a small way in Belfast, Ireland. It was the custom in those times for the packer to buy the dressed hogs from the farmer and cure and pack the shoulders, hams and middles. The Kingan brothers not only handled the product of Irish hogs, but were also importers of American meats. Owing to the special cure which they used, their product soon gained a most favorable reputation and their business grew rapidly. With the increasing demand for their goods, the Kingan brothers decided to open a house in the United States to provide their European trade with the necessary product, so in 1851 they established their first plant in this country, in Brooklyn, N. Y.

After a brief stay there, during which their activities were confined largely to packing meats for export to Great Britain, they moved to Cincinnati. This was in 1853. While in Cincinnati their business continued its growth to the point where it was necessary to look further afield for hogs to supply their trade. In their operations they had found that the best quality and most suitable hogs for their purpose came from Indiana, so late in 1862 they moved to Indianapolis where their main plant has since been located.

Besides the plant in Indianapolis, Kingan & Co. has branch houses throughout the United States and selling connections in practically all foreign countries. In the

Indianapolis plant of Kingan & Co., Thomas Kingan, one of the founders of the firm, conceived the idea of applying artificial refrigeration to the cutting, curing and packing of meats.

In 1863, under his supervision, this idea was successfully worked out making it possible to conduct slaughtering and packing the year round, whereas before it was possible for the packer to operate in the winter months only. This development also was of great importance to the farmer and stock raiser, as it provided a cash market every business day in the year instead of in the cold months only, as was the case prior to the advent of artificial refrigeration in the meat packing industry.

During the evolution of its business, Kingan & Co. has steadfastly adhered to its original principle of producing first quality goods, and this accounts for the enviable reputation of Reliable hams, bacon, lard and other products wherever used.

The Reliable trade mark (the old mariner at the wheel of a sailing vessel) is well known not only in this country but in almost all foreign countries as well. It stands for the very best in packing-house products and is the buyers' guarantee of finest quality.

The problem of redesigning this company's packages was most interesting because of the great variety of sizes, shapes and kinds of labels and containers. Most of these were the result of efforts of years back, a great variety of styles of lettering without much uniformity.

The old mariner trade mark, a fine relic of the sailing days when "iron men and wooden ships" made and gave character to the world, had been produced in all sorts of color and renderings, was certainly a splendid one to represent this old, reliable (Continued on page 57)



This illustration, as well as the one at the top of the page, shows former packages of Kingan products

SS

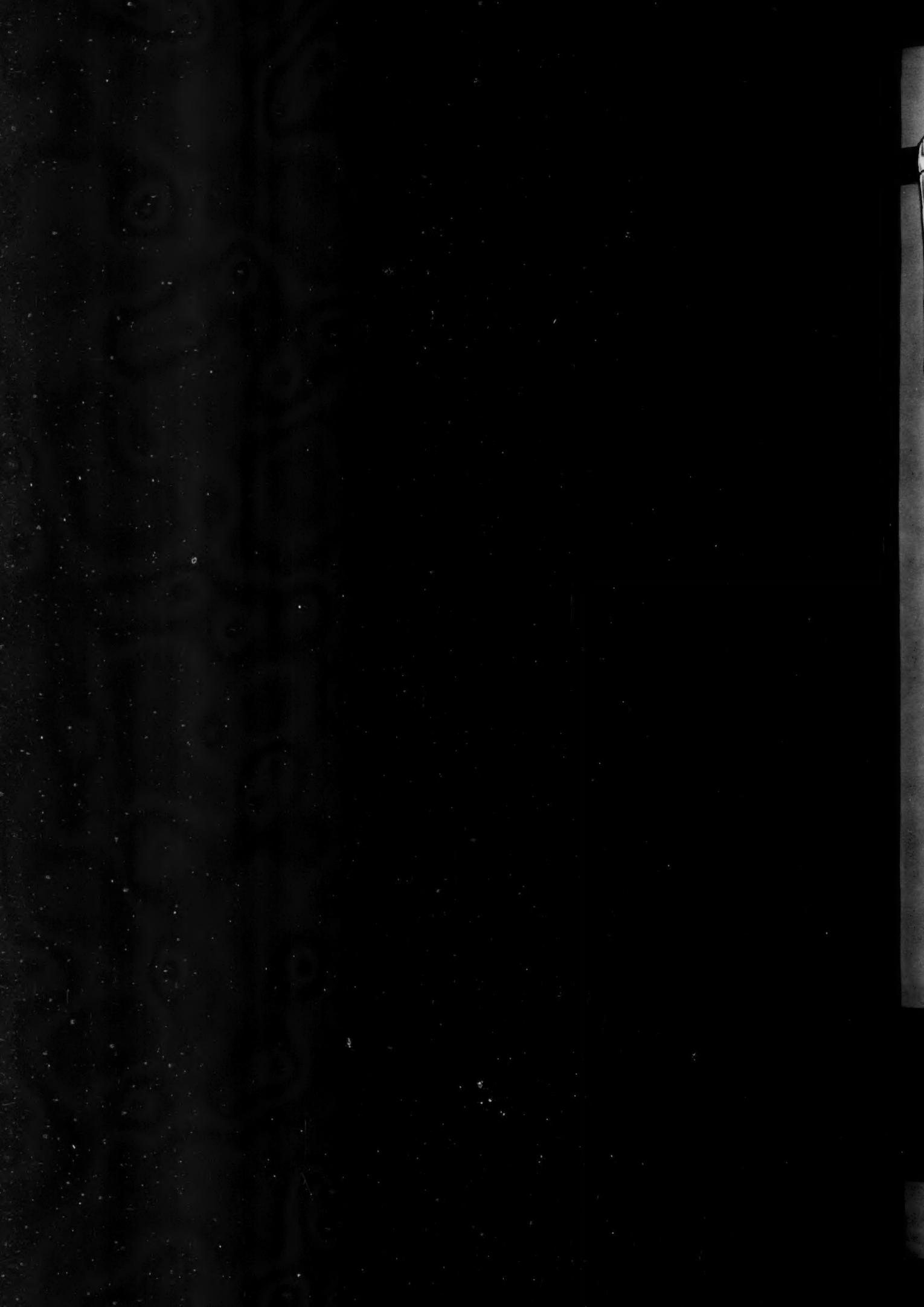
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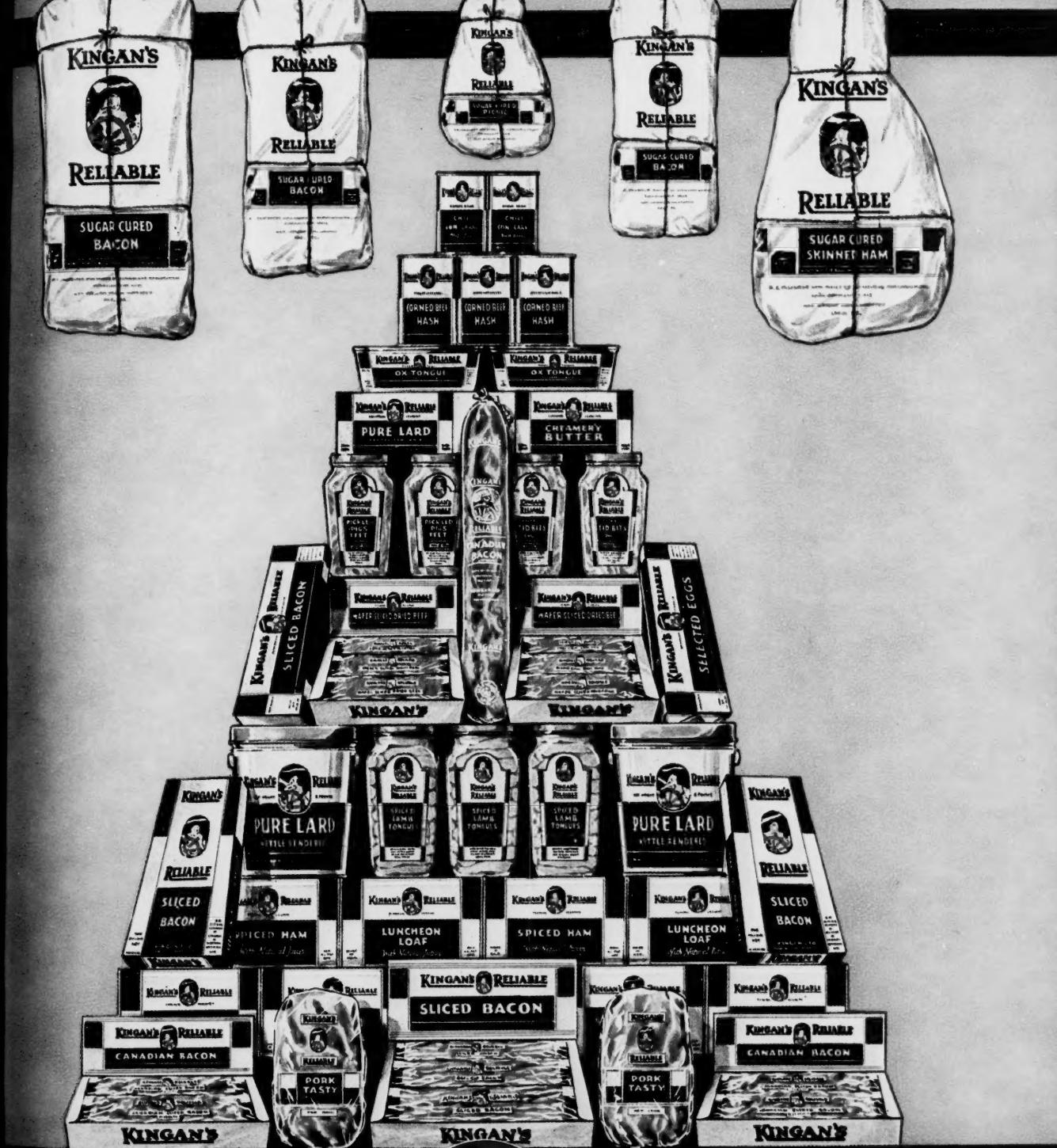
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(p. 57)





KINGAN'S **RELIABLE**

IN THE NEW DRESS!

These Packages Designed at the Studio of Arthur S. Allen, New York



THIN TUMBLERS PROVE

POPULAR FOR RE-USE



by Edward Thompson

THE repeal of Prohibition brought to the gourmand the assurance that he need no longer deny himself those potables which, in his opinion, are so necessary to the full enjoyment of his meals. His faith in life and its pleasures are renewed while, to the uninitiated, legitimate drinking has introduced a new code—an establishment of order or custom in the choice of liquors, wines, cordials and the like. What to serve and when are now important considerations of the hostess. And likewise of equal importance is the proper selection of her glassware.

Here is one good reason, then, for the increasing popularity of thin blown glass tumblers which, serving originally as containers for a wide variety of food products, also offer other advantages over the time-honored, although somewhat out-moded, pressed "jelly glass."

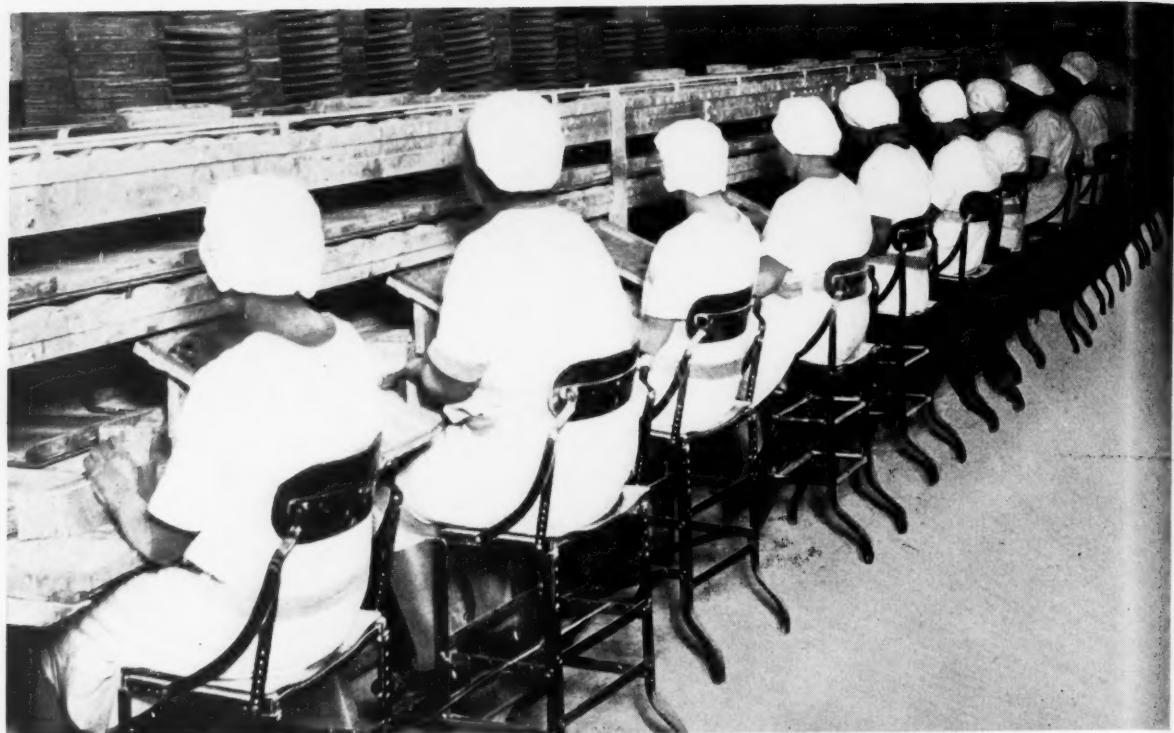
Because of a greater transparency than that obtainable in the old style, thin light weight tumblers naturally

show the contained products to greater advantage. Provided with closures of the tear-off or press-on vacuum type, such containers assure adequate protection to the contents and permit an attractive showing of the brand labels.

Shown in the illustration are several tumblers—light weight, thin blown, full finished and fire polished similar to those purchased from department or variety stores by the average housewife. Each is factory packed, under the necessary processing conditions, and bears the label of the manufacturers' product. The tumblers are supplied in fully approved reshippers of special construction. It is understood that no greater percentage of breakage loss has been experienced with the use of these tumblers than was evident with the heavier containers.

Several of the larger packers of food products are now making use of these (Continued on page 62)





THE BUSINESS OF PACKAGING—II

by Francis A. Westbrook, M.E.

FROM the previous installment* of this discussion it will have become apparent that in certain instances a package must be passed from one machine to another before it has been completed. Furthermore, it is necessary to deliver the product to the packaging operation and to take away the finished package either to the shipping or storeroom, or at least dispose of it in some manner. These steps may be looked upon as part of the packaging operation and unless handled efficiently are liable to increase the cost of packaging unnecessarily. This has presented an opportunity for the use of conveyors and chutes and some interesting developments have taken place, the importance of which cannot be overestimated.

This can be explained clearly by a brief description with two accompanying illustrations of the installation

* The first installment of Mr. Westbrook's article appeared in the January, 1934, issue.

of the Mathews Conveyor Company's equipment at the plant of the Clark Bros. Chewing Gum Company. In preparing the gum for packaging, the flat sheets of stick gum are carried by means of the top conveyor shown and then removed by operators to the tray packing table. The girls break up the gum, placing the sticks on trays which are carried by the lower conveyor to a transfer station. Here the trays are placed on caster racks and moved to the gum wrapping



Above: Conveyors carry flat sheets of stick gum to operators. Right: After final wrapping operation roller conveyors carry packed boxes to shipping room. Both views at plant of Clark Bros. Chewing Gum Company



Labeling round cans of deviled ham at plant of William Underwood Company

machine which wraps the sticks individually. The latter are then wrapped in packs of five sticks each, and placed in cartons. These cartons are then carried by elevators to an upper floor and discharged over chutes for a final wrapping operation, that of placing waxed paper around each carton and sealing it. Girls pack the wrapped cartons in wooden boxes which are sent to the shipping room on the floor below by means of the roller conveyor, shown in the illustration, and a chute with another roller conveyor at the other end. Thus, it will be seen that the amount of handling in connection with the packaging operation is reduced to a minimum, which, as a matter of fact, is the primary consideration in the use of practically all packaging machinery.

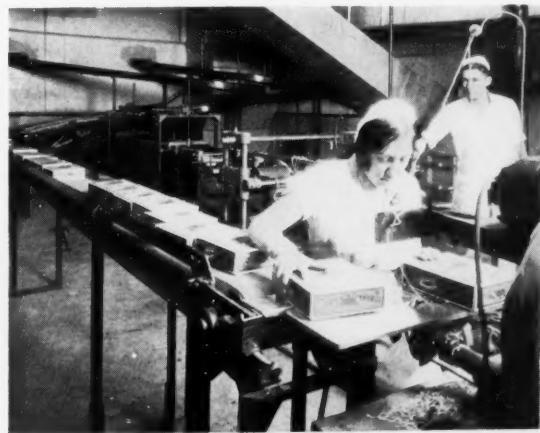
Practically every installation of conveyors in connection with packaging is designed particularly to do a certain job, and although more or less standard equipment is used, the layout and power requirements, gradient data and type of equipment are largely dependent on the package to be handled and the physical arrangement of the plant. The conveyors are an important part of the equipment of many plants having a packaging department, especially where the packages are more or less uniform and flow through well defined channels of production. For this reason it is desirable to consult with one of the several well known and reliable conveyor manufacturers or consultants specializing in this kind of work when considering modernizing the packaging operations.

To show how varying conditions have been successfully met in actual practice it seems worth while to mention another instance; in this case of the Lamson Company's equipment. The illustration shows an installation at the Sperry Candy Company in Milwaukee where there is a system of three gravity conveyors discharging to a belt which brings filled packages of candy bars to a tying machine. At the point where the gravity conveyors discharge onto the belt conveyor there is a system of automatic spacing so that congestion will be eliminated and the cartons will be delivered to the belt in orderly fashion.

Labeling is one of the final operations which may come either before or after wrapping, or both. The manner in which machinery is used for these purposes will be described in a future installment. The reproduction showing a view of the labeling department at the plant of the William Underwood Company, Everett, Mass., illustrates the equipment as furnished by the Burt Machine Company and used in the labeling of cans of Underwood's deviled ham. Round and flat surfaces are labeled by similar machinery irrespective of the contents of the container.

Certain special machines have been developed for packaging particular products. Thus Rose Bros., Ltd., has a machine for wrapping bluing or other material of a similar character with an output of 55 per minute with one attendant. It also makes a machine for wrapping razor blade cartons at a rate of 160 to 200 per minute with one operator. It handles any small tablets, tins or boxes. Two sizes of transparent cellulose and glassine wrapping machines are made by this company. The smallest size is for wrapping small boxes and cartons and produces at the rate of 180 to 220 per minute with two operators. The next handles somewhat larger containers such as $\frac{1}{4}$ -lb. blocks or boxes of chocolate and biscuit, cheese and cracker cartons which must be kept dry. One attendant can wrap 60 to 80 per minute. A third machine handles still larger packages which may be delivered to it by a conveyor.

Another interesting special packaging machine which offers a high degree of efficiency is made by the Arenco Machine Company for packing cigarettes and such things as matches, cigars, etc. This company's first machine was brought out in 1920 and had a capacity for packaging at the rate of 50 packages per minute, or 1000 cigarettes per minute. The latest design of machine for this work makes 150 packages per minute. Manual help is required to feed the cigarettes but as far as the actual running goes—feeding labels, tinfoils, stamps, etc.—this work is (Continued on page 76)



Gravity conveyor delivering to package tying machine at plant of Sperry Candy Company

HIRAM WALKER SIDESTEPS TRADITIONAL LABELS

by William Longyear*

PEORIA, ILLINOIS, one-time liquor capital of America with an output of 140,000 gallons daily, comes back in a "big way" with an anticipated output of 250,000 gallons. For two miles along the Illinois River huge distilleries, idle fourteen years, paint up and steam up. On a twenty-six acre tract of ground Hiram Walker builds the world's largest distillery. A multitude of men return to work, a thousand tons of coal are consumed daily, Peoria banks show hugely in-

creased deposits. Label, bottle and cap manufacturers work in a frenzy to meet new demands. All this presents both local and international ramifications in changing sources of supply and new viewpoints in the packaging field.

Such is the story back of the sensationally new liquor labels which are being produced for Hiram Walker and Sons, Inc., world's largest distillers—a story so dramatic, so permeated by huge figures, and so typical of industrial America that it forces its way into print.

Consider specific aspects and activities leading to these new labels. At the present moment while three million dollars worth of steel, concrete and equipment are being assembled into the Hiram Walker distillery, miracles are being performed by this company in shipping several carloads of liquors daily. In front of "temporary" rectifying houses stand long strings of railroad cars delivering labels, empty bottles, also wines, flavorings and whiskies used in the preparation of the many products.

Hiram Walker blends personnel as well as liquor. The or-

* Designer. Supervisor of Professional Contacts, Pratt Institute.



THE bottles reproduced on this and the opposite page are typical of the "dress" in which Walker products are now making their appearance

ELS

ganization is composed of men long experienced in the distilling business as well as a generation new to the industry. This "set up" has a direct influence on containers and their labels. William E. Hull, for many years Congressman from Illinois, is general manager, while W. A. Zickgraff, a master in "sweet goods," heads that department.

The "veterans" favored the traditional type of packages which trade practices of generations had established for particular types of beverages. Out of the safe came old liquor catalogs and at the same moment an explosion of arguments and ideas from the newcomers to the business. They OK'd the old bottle forms but held out successfully for new dress in modernized labels. Clothes, architecture and advertising had made radical changes in fifteen years, why not liquor labels?

The Muirson Label Company, with its plants strategically operating at San Jose, Peoria and Brooklyn, specializes in high grade paper labels. This company was located and equipped to meet the demands of the awakening industry. With mid-western farmers bankrupt, the new Peoria plant, located in the heart of the canning industry, had been "idling" its machinery. Repeal! Designers are rushed to the Peoria plant by air. The instant demand for labels became so great that the new plant with its

modern machinery was forced to draw on San Jose and Brooklyn for output.

The most modernized note in the Walker packaging is expressed in the scores of new label designs created by David Soloway, Max Pels and the design department of the Muirson Label Company. The designs shown herewith are typical of the Palais Royal line and are but a few of the eighty labels under this one brand name. These labels show absolutely no European or traditional influence. They are handsomely organized in design and color.

To date there is no important leaning toward foil labels, the Palais

Royal line being printed on a rich cream paper with

(Continued on page 62)

THE sample labels, furnished by courtesy of the Muirson Label Company, enable a first hand view of the adopted colors and designs

A COMPOUND WITH PURE GRAIN DISTILLATE

HIRAM WALKER & SONS. PEORIA, ILLINOIS

EDITORIAL CORRESPONDENCE

The readers' forum. In which is presented the expression of those who may agree or disagree with or otherwise amplify opinions stated in MODERN PACKAGING. The published selection of this correspondence is limited to those subjects which may be considered controversial or offer constructive suggestions.

IN BEHALF OF THE TUGWELL BILL

THE EDITOR,

Sir:

The article by Waldon Fawcett about the Tugwell bill in the December issue of MODERN PACKAGING is disgusting, to say the least, to any one of average intelligence who has read the bill and knows anything about the reasons for its introduction.

You no doubt feel it is your "duty" to expose the terrible fate that awaits all merchandisers should this dangerous bill ever become a law.

My work is in the merchandising of food products, otherwise I would not be reading your magazine. I have had occasion to consult the local office of the Federal Food and Drug Administration many times. I have always found them fair and ready to consider my own problems, even though they have the consumers' welfare in mind as well.

It seems impossible for advertisers to clean up their own houses. There will always be "chiselers." Why should the honest ones object to having the dishonest ones controlled? The only answer I know is that the majority is dishonest. The only question most advertisers ask is "What can I say about the product that will make the public buy it?" It doesn't matter whether it is true or not, so long as it isn't on the label. I am most happy to say that this is not true of my company. We are not worried about the Tugwell bill.

Maybe the dear public will always be just saps. I don't know. I do know that few of my friends will believe anything they hear in the way of advertising over the radio, or see on billboards.

You could perform a great service to legitimate advertisers if you try to show them wherein they will gain by eliminating the unfair and dishonest practices and by regaining customer belief in advertising.

The same howl was raised when the present law was proposed away back in 1903. I can't believe you are so ignorant as not to know the reasons for this much needed revision.

Crazy water crystals—diabetic cures—Lydia Pinkham compound—slack filled packages—ice cream that is 52 per cent air—lead trinkets in candy for children—to mention only a few. Harmless (?) hair dyes and cosmetics—rotten canned salmon. One company here in this city insists on canning rotten salmon. Of course the present law covers that after a fashion, 9000 cases were seized last month.

Let's give the consumer a little consideration.

Seattle, Wash.

Jan. 9, 1934

RALPH WALTER

SUMMARIZING THE BUSINESS PRESS

THE EDITOR,

Sir:

You may be interested to know the method we are using to get MODERN PACKAGING and other leading trade papers better read by our sales managers and sales correspondents.

Once a week all sales department heads and their assistants, about twenty in number, meet to hear an oral summary of the editorial content and advertisements appearing in some forty or fifty trade publications not only of the paper industry, but chiefly of those industries to whom our company sells paper. The study is based upon the premise that a better knowledge of customers' problems will result in an improved handling of business with them, and may open up new and increased uses for our products. Results are proving this to be true.

This oral summary requires cover to cover study of some ten to fifteen journals a week and, of course, involves several hours' work on the part of whoever makes the analysis (at present, the writer) but is proving eminently worth while. The report is made in a rapid and terse style somewhat similar to that of news reporters on the radio. The men take notes of items they are particularly interested in for further study. Interruptions and short discussions are permitted. Much of the information is immediately passed along to the salesmen in their territories as added indication that the home office is doing everything it can to keep them informed of all worth while developments.

Once a month the head of our Research Department, Dr. G. F. Des Autels, gives a similar summary, in layman's language, of latest developments in science.

Instead of permitting the men to ease off on their reading, this plan is apparently resulting in a closer and more intelligent perusal of the various journals than ever before. MODERN PACKAGING always contributes a number of items of interest.

GLENN STEWART

Kalamazoo, Mich. Kalamazoo Vegetable Parchment Company



PACKAGE IDENTIFICATION AND PROTECTION

by *Waldon Fawcett*

COMPULSORY IDENTIFICATION of packages, new idea that it is, already has more than one aspect. And thereby hangs a tale that, little realized though it be, conceals, for packagers in general, a most significant new trend of public policy. What's new, in the fresh turn of events is, first, the injection of command—the making of identification a "must" obligation. And, secondly, the impulse to connect the responsibility of identification directly to the physical structure of the package.

In its basic principle there is nothing new in the proposal for obligatory identification, even if the suggestion never, until now, caught hold of Federal or Congressional imagination. As most readers of MODERN PACKAGING can recall, there was a flash-in-the-pan, to this same tune, years ago, when a Congressman from the Pacific Coast, catering to the small canners in his district, introduced what was known as the Packers'-Name-on-Label bill. That bill went to sleep in a pigeonhole at the Capitol and never woke up. It had no successor until along came the Tugwell bill with its summons for the disclosure, on every package of food or drugs, of the name and address of the manufacturer, producer, packer or distributor.

The point of difference, now due for attention, comes from the fact that the whole intent, in these earlier efforts, was to make every marketer sign his goods. So long as the seller "told his real name" the official censorship would not quibble with his manner of doing it—whether by brand or by corporate name; whether the notation be on wrapper, tag, parcel, or directly on the commodity itself. In short, the demand was vaguely for a confession of origin or ownership without taking suitable heed of the several ways and means of proclaiming responsibility that are open to selection.

With the advent of 1934 we are face to face with

schemes of popular verification that, on the one hand, reckon with the package as the most appropriate vehicle of identification and that, on the other hand, take cognizance of the trade mark as logically the most suitable medium of package identification. All this is by way of calling attention, specifically, to a bill introduced in the U. S. House of Representatives by Representative Sirovich of New York (Chairman of the House Committee on Patents).

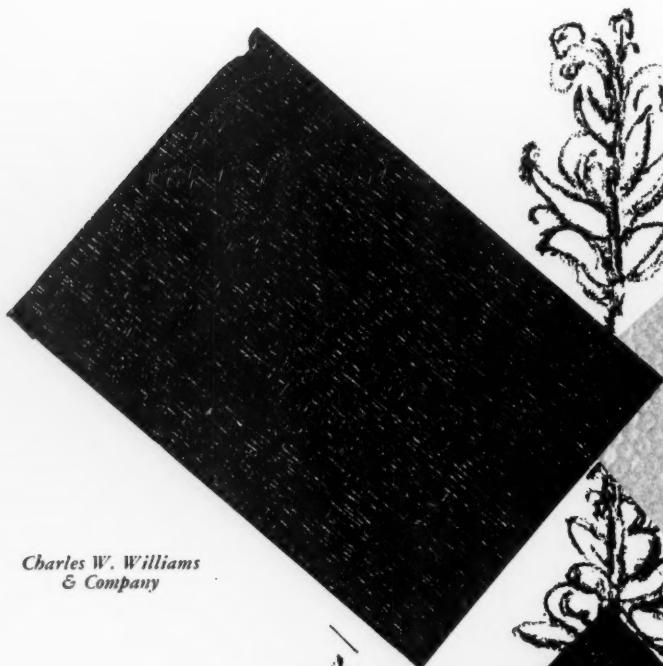
Overshadowed by the controversy over the Tugwell-Copeland-Black bills, the Sirovich bill, designated H. R. 6118, proposes to set a new fashion in Federal supervision by requiring "the attachment of trade marks to the containers and packages of drugs."

Limited in scope at the go off, this new pattern in censorship takes its importance from the circumstance that, once trade marks were exacted on one class of goods, the door

would be opened for extension of the packaging formula to other species of merchandise. Part of the plot of the Sirovich bill is to require on every individual container or package of drugs a label stating the names and compositions of the drugs. But the larger innovation, from the packaging standpoint, is in the call for a trade mark on every package. And, yet more startling, the required trade mark "shall be registered in the United States Patent Office under the Act of 1905 or the Act of 1920."

Here we have, for the first time in packaging history, a proposal to exclude packages from interstate commerce unless each package bears a *registered* mark. Furthermore, this Sirovich draft adds a proviso that any trade mark the registration of which has been finally refused shall not be affixed to any container or package of drugs. This restriction of packages in circulation to those that can boast a trade mark certified by the Department of Com- (Continued on page 76)

DECORATIVE COVERINGS FOR BOXES AND PACKAGES



*Charles W. Williams
& Company*



*Hampden Glazed Paper
& Card Company*



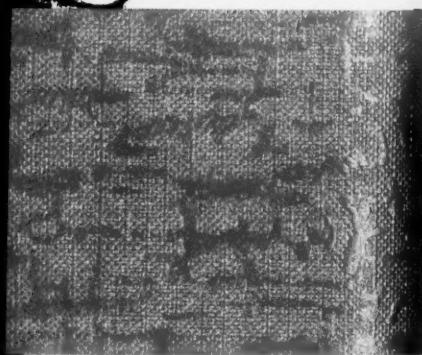
*Nashua Gummed & Coated
Paper Company*



Louis DeJonge & Company



Keller-Dorian



Paper Company, Inc.

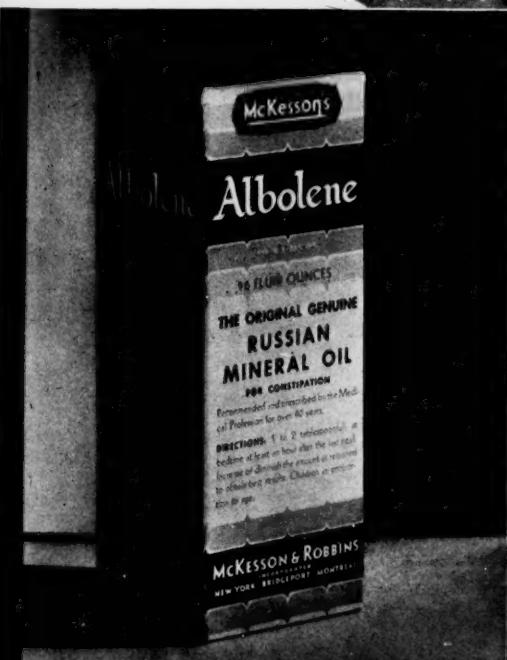


AMONG RECENT STIMULATORS OF SALES WE HAVE . . .



SUGGESTIVE of the daintiness and fine quality of its contents, the new powder box used by Marie Earle offers excellent sales appeal. A molded plastic inset serves to remove the cover. The box was designed and manufactured by Ferdinand Buedingen Company, Inc.

A TALCUM in cream form (Jolly Roger) makes its appearance in a blue and white tube, with carton to match. Designed by Russell S. Dixon for Allen E. Rogers Laboratories. Tubes made by Art Tube Company, cartons by Albert Paper Box Company.



THE Abolene package of McKesson & Robbins is one of a series recently produced. The color plan includes a stepping of light brown with a dark brown panel, all on buff stock. Designed by Sidney Bagshaw of Arthur S. Allen.



SHOWING the colors of the products through transparent wraps and advantageously displayed, Maillard's tea sugars (colored) have especial appeal to the discriminating hostess. Labels by Foxon Company, display carton by Shoup-Owens, Inc.

TO BE NOTICED IN THE REALM OF
FOOD PRODUCTS

A INCREASE in sales, resulting from the new package, on White House Apple Jelly has gone beyond all expectations. Hazel-Atlas Glass Company designed and produced the containers for the National Fruit Product Company. Photo by Underwood & Underwood.



*M*ANY advantages are claimed for the new aluminum containers used by Point Loma Tuna Packers, Inc., for Luxury Brand Tuna. The cans are made by Continental Can Company.



*F*ROM Buenos Aires come these candy jars with metal foil labels and molded and metal caps. They are used by Saint Hermanos Sociedad Anonima and have had excellent sales during the past two years.

SOMEWHAT different in its label design, the Jes-So Coffee can secures attention to brand name and product. Label is designed and produced by Muirson Label Company, Inc., for Sweet Life Food Corporation.



JEWEL TEA COMPANY, INC., offers a practical and pleasing jar for mayonnaise. Jar by Owens-Illinois Glass Company, closure by White Cap Company and label by Webb-Linn Printing Company. Below is shown the new jar for Jewel Peanut Butter. Jar by Hazel-Atlas Glass Company, closure by Crown Cork & Seal Company and label by Inland Lithograph Company. Both designs are by Ben Nash.



In red, white and blue checkered design the Dinner Time carton, used by Victoreen's, offers appetite appeal for its contents. Designed by Earl Cuthbertson and made by Butler Paper Products Company.



SHLF-WARMERS Step out
when re-packaged in
ALCOA ALUMINUM

MANY a worthy product has never had a fair chance to prove its worth, because its package lacks the necessary sales appeal. Bright, clean, non-contaminating ALCOA Aluminum will help it catch the customer's eye and loosen his purse-strings. ALCOA Aluminum will also keep the product permanently salable.

ALCOA Aluminum Collapsible Tubes—light to ship, sturdy to stand rough handling—now actually cost less than other good tubes. That's a word to the wise makers of toothpastes, ointments, latherless shaving creams, paints, cosmetic creams, etc.

ALCOA Aluminum extruded cans are ideal for pill boxes, styptic pencils, compacts, etc. Light, strong, seamless, moisture-proof. Available in any color or finish, with slip or screw cap.

Foil labels and bottle wraps of this bright paper-thin metal make a smart dress for liquor bottles. Aluminum foil brightens and protects the products of Wrigley, Fleischmann, Hershey, Lipton, etc. Why not yours? Address ALUMINUM COMPANY OF AMERICA, 1829 Gulf Building, Pittsburgh, Pennsylvania.

ALCOA ALUMINUM for Packaging

COLLAPSIBLE TUBES ... FOIL ... EXTRUDED CONTAINERS





Quality *Stays in* when sealed by ALSECO

PUTTING the best into your product isn't enough. You must *keep* it in until it reaches the consumer. ALSECO Seals will do it as they are doing for the well-known products illustrated. Simple and inexpensive to apply . . . easy to remove and replace. These seals will win the approval of your production manager, your sales manager, and most important of all, your customers.

There's an ALSECO Seal to protect the quality, tamper-proof contents, and enhance the sales appeal of every type of product from foods to drugs, cosmetics, liquors. The modern closures are used and endorsed by leading pharmaceutical and cosmetic manufacturers, packers, canners, distillers and blenders.

Take your choice of ALSECO Rolled-On Seals, Goldy Seals, Screw Caps, Tamper-Proof Seals, Cor-seals, and other specialty seals. Also Aluvin Aluminum Foil Capsules for decorating bottle necks and Dose Cups for divvying drinks. Write ALUMINUM SEAL COMPANY, New Kensington, Pennsylvania.



Alseco SEALS

AND SEALING MACHINES



FEBRUARY, 1934 53





STYLING FOR THE DISPLAY OF PRACTICAL UTILITIES

CERTAINLY there can be no doubt as to the utility of the products contained in the Spic and Slic packages. These were designed by the E. E. Fairchild Corporation and made by Tin Decorating Company for the Ritter Dental Manufacturing Co.

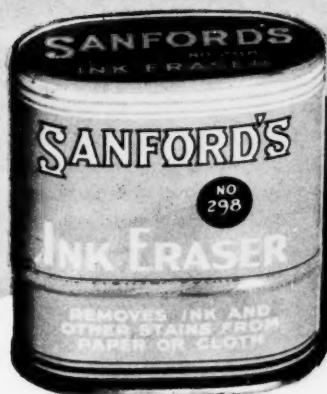


54 MODERN PACKAGING



BLUE lettering on a light background offers good visibility for the slide box that carries Monogram Typewriter Keys. Designed by Edwin H. Scheele and made by Shoup-Owens for Monogram Typewriter Key Company.

DISPLAYED in a double-tier container Cranford Hones for safety razor blades are "open to the inspection" of customers. Einson-Freeman Company, Inc., designed and lithographed this display which "tells and sells."



MORE direct copy and greater legibility are attained in the new Sanford Ink Eraser package as contrasted with the old. The new design is the work of C. C. J. Thelander; containers are made by American Can Company.

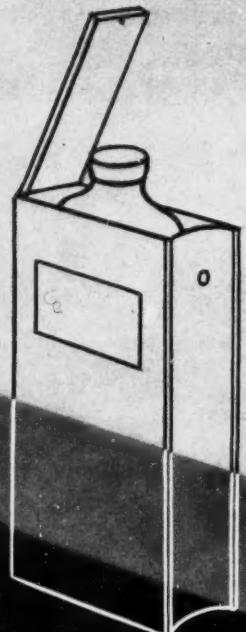


NEW dealers were obtained and sales increased by means of the double end wrench display used by the Bridgeport Hardware Manufacturing Company. This was designed by American Marketing and Management Service.



OBTAINABLE in various colors, the Bates Telephone Index is decidedly novel. Designed by Norman Bel Geddes for the Bates Manufacturing Company. The container is molded in Plas-kon by the Mack Molding Co.

AMONG RECENT CLAIMANTS TO THE CONSUMER'S ATTENTION



CREATING an "ancient" atmosphere for a product whose goodness lies in its age, the Pilgrim Rum carton gets well deserved attention. Carton by Container Corporation.



ERIK HANS KRAUSE designed the counter display for two sizes of Puritan Spot Remover made by Puritan Soap Company. Printed in black, turquoise and grey.



FOR those who seek camouflage the original in a gift idea, the interesting volume at the left will have appeal. Designed and made by Mason Box Company. The explanatory drawing shows how the container works.

A MODERN approach in the stimulation of goods through their packages is evident in the new boxes for birthday candles, designed by Robert S. Feeley for the Will & Baume Candle Company.



MEAT PRODUCTS IN NEW DRESS

(Continued from page 40) concern which has done business for nearly a century both here and across the sea, making the finest products of their kind, available almost everywhere.

The problem was to create a form and shape that would fit hams and bacon, and various kinds and shapes of containers. I prepared a block system which lent itself to different shapes and proportions, this being done in two colors. In every case the main panel at the top center carries the name "Kingan's Reliable," with the old mariner trade mark, redesigned by Rudolph Ruzicka in flat colors to present a simple but striking rendering. This new drawing of the trade mark removed all the printing difficulties of the old.

Most of the old labels and packages were done in four colors, but the new ones are produced in two—bright red and blue for the blocks and lettering on paper stock made to an exact shade of yellow, thus giving the effect of three colors. The position of the blocks, always alternated, makes the design attractive and powerful, so much so that in a display of a series of these packages, or of a variety of them, the identification is quick and striking.

I believe the high value of the yellow blocks contrasting with the low value of its opposite, blue, with the red spot in the trade mark, makes the most striking family of packages yet produced. We have been on this work for nearly a year.

It was first thought that the paper and board people could not get a uniform color for the background, and so get a uniform color for the different packages. So far, the Oxford Paper Company has produced a beautiful super sheet the exact color desired, and the Sutherland Paper Company has matched in a patent coated board almost a perfect rendering of the paper color. The Milprint Products Corporation in the Cellophane printing has also rendered a good match of the yellow, blue and red; The International Printing Ink Corporation matched the colors on the paper, board and Cellophane with gratifying results, the plates were all made by the Phoenix Engraving Company and Rhoades, Hice & Etter, Inc., so that what was said at first could not be done, has been done, to the great satisfaction of all concerned.

I firmly believe that, in working out a problem of this kind, by getting together all the people who have a hand in the production and cooperating, as all concerned have in this instance, nothing but success will result.

As a result, we have done in two colors a better and more economical job than was done before in four, also eliminating a lot of odd sizes which have crept in during all the years and which, by a study of the problem, were found unnecessary.

Several displays are being produced for stores, all based on the same color plan and scheme. In the reproduction opposite page 40 are shown a few of the packages in a pyramid form. Many of the packages have already increased in sales in the new dress.

PROFITING THROUGH REDESIGN

(Continued from page 37) of cartons and a stack of package enclosures in the proper receptacles from time to time. From a roll of waxed paper the machine automatically fashions a satchel or bag. Into this bag the specified amount of Eze-Jell is automatically deposited. The Eze-Jell is supplied to the machine by gravity from hoppers situated on the floor above. The exact amount which goes into each package is automatically and accurately weighed.

The next operation of the machine crimps the top of the satchel or bag, making a practically air-tight seal. In the meantime the machine has been taking the flat cartons, setting them up and folding in and sealing the bottom flaps. As the cartons pass along the conveyor, the machine deposits into each one, first, one of the sealed satchels or bags, and then a package enclosure. The next and final operation folds in and seals the top flap. As these hermetically sealed cartons are delivered from the machine they are packed directly into stock boxes or shipping containers. The entire operation is so accurately timed that thirty packages of Eze-Jell are delivered from the machine every minute.

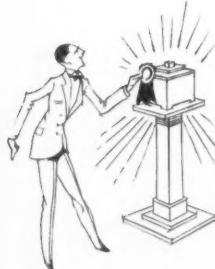
Ninety days after the new Eze-Jell package was placed on the market sales of this product alone showed an increase of over 300 per cent. The new package, of course, was in a large measure responsible for this increase as the improvement of the new package over the old is plainly apparent in the accompanying illustration. The new package has a quality look and appetite appeal. A fair proportion of this increase, however, although not due directly to the new package itself, is traceable to the repackaging program. As the result of this program the production of Eze-Jell was speeded up and the production costs lowered.

In the case of Ezemade Donuts, however, the new package was directly responsible for an increased sales volume. This product is a prepared doughnut flour. It was formerly called "Donuto" and packaged in a carton that had out-lived its usefulness as far as design was concerned. As part of the repackaging program the name "Donuto" was changed to Ezemade Donuts—a name selected because it more aptly described the product itself and tells the customer instantly what the product is. The design on the carton is dignified and expressive of quality, yet attention-compelling. The reproduction in actual colors of a plate of delicious doughnuts on the face of the carton has an appetite appeal that is actually irresistible. Without any additional merchandising effort whatsoever, the sale of this product increased 75 per cent within ninety days after the new package was put on the market.

In like manner the sale of practically all Zanol products has increased with the introduction of the new packages. Although the cost of the entire repackaging program ran well into the thousands the results have already been outstanding and clearly indicate that it was an expenditure that will pay for itself many times over in increased sales.

Editorially speaking ★ ★

IT IS NOW "ALL-AMERICA"



future competitions of this sort.

We establish first, a certain objective for the All-America Twelve, that of obtaining an unbiased expression of what should constitute an outstanding and successful package. The basis on which such a selection should be made is, obviously, a consideration of each and all of those points that enter into the creation and production of a package, and then making a comparison between those packages which are submitted. To consider styling (in its most liberal interpretation) alone is not sufficient, any more than are utility, cost of production, advertising effectiveness or other functions of the package, which, if considered singly, can be expected to determine the true worth of a package. Times have changed, and today, if we would measure real effectiveness, we take account of Paul Revere's horse—we rate *all* the factors that make up the success of an enterprise.

There is one primary function of the package: to *sell* the goods so contained. And to this principle or objective all other considerations must be subordinated. The personal preferences of the manufacturer must bow to the desires of the ultimate consumer who is the court of last resort when the package is placed for its final test—on the retail shelf or counter.

Believing that the premise is a sound one and that in the winning entries will be found a satisfactory prescription for successful packages, we established, to the best of our knowledge and within certain limitations imposed by circumstances, a set of rules for the judging and rating of the several packages submitted. It was realized that such rules might be subject to question, so that every effort was made to reach a conclusion that would be representative of opinions expressed by those competent to offer constructive help. From the pre-

vious (1932) competition we obtained many helpful ideas which were incorporated in this year's considerations. And, likewise the findings of the recent contest has provided experience that will prove valuable in the future.

The work imposed on the judges is no sinecure. To confine their judging within too closely circumscribed directions will not only complicate their task but also remove a very valuable part of their function, that of personal expression. For we must bear in mind that each of the judges was selected because of his or her recognized ability in a particular field, and each, therefore, can be considered competent to express a constructive opinion. And, may it be said, no word of criticism has been raised regarding the appointments made. It may be advisable to enlarge the personnel of the judges committee, and so include representatives of other groups which should properly be given recognition. On this point we are quite open minded.

Furthermore, we have no intention of being arbitrary on other conditions as they may relate to future All-America competitions. We respectfully invite comments—both brickbats and bouquets—and can promise that each will receive unbiased recognition.

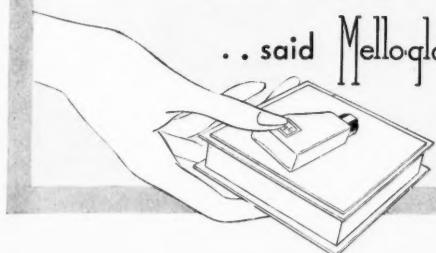
The response to the 1933 competition was, quite frankly, beyond our expectation and unquestionably demonstrated that a keen appreciation of the package as a merchandising factor exists. Not only was the number of entries more than double that of last year but the versatility displayed indicates an even more marked advance in package practice. With this encouragement and the assurance from every quarter that such annual "stock taking" is of a constructive service to the packaging industry, it is our intention to continue these contests.

It has been decided, however, that the future designation will be the All-America Package Competition. Included in these will be various classifications, at least twelve, as already covered, and probably others. The "Twelve," we believe, has served its purpose—that of establishing a separation of the groups entitled to consideration. But packages are experiencing a progressive growth and other classifications should receive recognition.

A. S. A. Bushman.

"Dress these for Christmas"

.. said Mello-glo



A box of powder, a bottle of perfume, and a purpose—that's all we had at the start. The products were to be packaged together, and the purpose was more sales to the Christmas trade.

Dennison packaging specialists solved the problem with the intriguing ensemble you see pictured here. An attractive powder box, a smartly different packing arrangement, an original insert folder, and a container distinctive in design, color and style. Everything—designing, printing and box-making—the work of *one* co-ordinated service.

Just as Dennison merchandised Mello-glo with a holiday spirit that made sales right off the retailer's counter—so Dennison can be of constructive package service to you.

Have YOUR Package Analyzed —With NO Obligation

Take advantage of our new Package Analysis Service. It brings you all the benefit of our 65 years' experience with boxes, labels, printed transparent wraps, seals, tags, inserts, displays. If you want to improve your packaging in any way or increase its effectiveness in sales-appeal, we are happy to help. Simply use coupon to get our *Free* "Package Analysis Chart"—fill in the essential data and return to us. We will do the rest.

..and this is what Dennison did



DENNISON MANUFACTURING COMPANY, Dept. P-227, Framingham, Massachusetts.

Please send us your FREE "Package Analysis Chart."

Name.....

Firm.....

Address.....

City.....

State.....

For Better Packaging SEE Dennison FIRST

MAKING FIVE DO THE WORK OF TWENTY—AND DO IT BETTER

(Continued from page 34) decided that where possible the packages would serve as their own display pieces. Therefore, the selection of an attractive and impelling color scheme was of primary importance. Vivid blue, green and golden yellow were selected. They set off the golden brown of the dates and form a striking contrast with the majority of fresh fruits and vegetables that are on sale from October to April, which is the season for California dates.

The first package to be designed was the Tid-Bit Pack. This formed the keynote in removing California dates from the packaged grocery item class to the fresh produce class. Because berries are typical of fresh fruits in containers, a fibreboard berry basket was used for this pack. Thirty large, first grade dates are stood on end in this bright green basket to form a fancy pack. The dates are held in place by a wide band label with a palm and desert scene printed in blue, green and yellow. The label bears the words "Desert Gold Fresh California Dates." The word fresh is heavily emphasized. The net weight of this pack is 10 oz. in accordance with consumer preference as determined from the survey. Eighteen of these baskets are packed to the shipping case so as to meet the demands of packing, shipping and retailer purchasing units.

The Tid-Bit Pack was intended as an introductory, sampler package which will probably be discontinued after it has accomplished its purpose of associating California dates with other fresh fruits. Although a transparent cellulose covering would have been helpful, it was deliberately avoided because it is used with so few fresh fruits. This sampler package turned out to be a real sampler! After a few customers had each tried a date from the basket it could not be sold. Naturally, as soon as the Association learned of this they started wrapping this pack in transparent cellulose at the packing plant. But, very wisely, they did more than this. They immediately shipped wrapping equipment to all wholesalers having spot stocks of this pack. The wholesalers were required to remove their stocks from cold storage and wrap each Tid-Bit Pack at the Association's expense before they were permitted to sell it to the retail trade. In this way a minimum of fruit was in the retailers' hands in these unsatisfactory packages. This season the Tid-Bit Pack is wrapped in transparent cellulose with the label printed on the wrapper.

The second package to be designed was the Pantry Pack. This is a combination bulk-packaged item in which the shipping box acts as a bulk display container. Because one pound was found to be consumer preference for bulk purchases, this pack contains either a single or double layer of 12 one-pound green fibreboard baskets. The display container is printed in the same blue, green and yellow as the Tid-Bit label. The lid is hinged at the top and contains a cut-out transparent

cellulose window to display the baskets of dates. The window protects the open baskets. Moistureproof transparent cellulose is used so that the dates will retain as much moisture as possible and in order that the window can be kept clean with a damp cloth. The section of the lid which is cut out to form the window was printed with the rest of the cover to form a display piece when removed from the box. The Pantry Pack is shipped in individual units and is protected during shipment by a heavy outer lid which fits down over the top of the display box. It is carefully sealed to prevent drying out of the dates.

The original plans for the Pantry Pack called for 20 one-pound baskets instead of twelve. A dummy box was made up and taken to many produce buyers and merchandising managers for their criticisms. While there were certain minor objections to the large size, the reactions were generally favorable and the 20-lb. size would probably have been used if the survey had stopped at this point. However, the Association was not taking any chances and this investigation was as thorough as possible in the limited time available. It was not until the last man was interviewed that the importance of these objections was clearly defined. The 20-lb. box was slightly flexible due to its large dimensions and was not entirely satisfactory from a shipping angle; it was too large to assure proper display, so large that many small retailers would not feel able to put up the cash for a 20-lb. pack, and it was very important that small retailers carry this item.

A 12-lb. pack seemed to solve all of these difficulties although it raised the unit packing and packaging cost slightly. The increased cost was of minor significance compared with the necessity for proper distribution and display. In order to take care of large unit purchasers and to diminish packaging costs this pack was also made two layers deep to contain 24 lbs. of dates.

The Pantry Pack proved to be satisfactory and is turning out to be one of the best packs of the Association. Certain minor changes were made at the start of this season. The one-pound baskets are now wrapped in printed transparent cellulose and the cellulose has been removed from the window in the cover. The display piece that was formed by the cut-out window proved to be unsatisfactory because of its odd size. Instructions for display are now printed in this space. Because the retailer has to remove this piece before he can display the dates it gets a good reading. It was found that if the outer shipping lid was removed by lifting from the bottom end the hinged lid on the box would raise and sometimes tear. Now instructions on the shipping lid show that the top end should be lifted first.

The Family Pack is a bulk package which is almost identical in size and shape with the Pantry Pack. It contains 20 lbs. of dates and it usually is sold in different outlets from the Pantry Pack. The hinged lid has the same transparent cellulose window originally used with the Pantry Pack and the dates are packed loose in the box.

Packaging Kool-Ade in Two Individually Sealed Envelopes



At the Chicago plant of the Perkins Products Co., manufacturers of Kool-Ade, a famous powdered soft drink, one S & S semi-automatic packaging line produces 120 complete, double-envelope packets per minute.

Attendants at three filling units hold the moisture-proof inner envelopes while they are automatically filled with 1½ ounces of Kool-Ade. The filled envelopes are then placed on a conveyor which carries them through the first sealing unit, where they are automatically glued, folded, and sealed.

These inner envelopes are next conveyed to attendants who place them in brilliantly printed outer envelopes and return them to the conveyor. Carried on to the second sealing unit, the outer envelope is then automatically glued, folded, and sealed, and the complete packages are delivered to the packing table.

The Kool-Ade installation is one of many packaging lines developed to do a specific packaging job in the surest, swiftest, most economical manner known to experienced packaging engineers.

Your inquiry will receive their careful attention.

STOKES & SMITH CO.
PACKAGING MACHINERY

Frankford, Philadelphia, U. S. A.
British Office: 23, Goswell Road, London, E. C. 1

The problem of the window in the Pantry and Family Packs was quite difficult to solve. Both of these packs are set up and packed in the desert where the temperature is extremely high and the humidity very low. Immediately after packing they are placed in cold storage. These extremes in temperature cause great expansion and contraction of the transparent cellulose. A special expansion joint was finally developed to take care of this.

The Gift Box was especially designed for high type holiday trade to be sold through fancy grocery stores and confectioneries. The white paper box is printed in gold, blue and green. It contains one pound of fancy, large dates which are hand packed in forms, covered with amber colored moisture proof transparent cellulose and placed in the round box. The lid is then placed on and the whole box wrapped in clear transparent cellulose. Double-wrapped for the utmost protection this box sells at a fancy price. Twelve boxes are contained in each shipping carton.

In addition to fresh dates the Association markets hydrated dates. A certain percentage of the crop is low in moisture content and has to be steamed or hydrated before it can be sold. These dates are packed for sale in direct competition with processed imported dates in the grocery departments.

The Association's new methods of grading, packing, packaging and marketing its crop have been very successful. Only a few minor revisions have had to be made in packaging and distribution methods. The cost of the complete investigation of its business and of the changes necessary have been more than repaid by lower operating costs and increased business. The entire crop was packed out in two and a half months as compared with about six months in previous years. With the new merchandising and selling set-up and a small amount of consumer advertising the Association opened up new markets in the East and sold three times as much fruit outside of the Los Angeles district as it ever had before.

THIN TUMBLERS PROVE POPULAR FOR RE-USE

(Continued from page 41) tumblers striped in pleasing combinations of colored bands, selecting colors which will show up well against the background as offered by their particular products. And color banded tumblers are very popular with the lady of the house today. Their appeal to the packer lies in the fact that the retail value of tumblers so banded is double that of the plain tumbler. In other words, a plain crystal tumbler retailed at five cents in any department store becomes a ten cent retailer when color banded. The basic idea in offering these tumblers to the packing trade is that of re-use value in the home which the tumbler carries after it has answered the purpose of a food container. The tumblers shown are manufactured by the General Glass Corporation. Seals are by the Aluminum Seal Company and the White Cap Company.

QUALITY ASSOCIATION IN DIE-CAST BOXES

(Continued from page 39) prospective user feels he can get a quality association better and at a lower cost.

The illustrations tell their own stories. In the perfume and cosmetic fields, as candy and fruit cake containers, closures and novelty caps for the liquor trade, as well as being used for the cigarette and tobacco trade (lighters have long been popular items) the use of die-castings would seem to offer immediate and economical possibilities.

In stressing the possibilities in the combination of die-castings and molded plastic let me point out in closing that the entry of die-castings into the field will do naught but increase outlets, interest and competition to the ultimate good and further sales of all kinds of packaging materials. From the design standpoint, die-castings offer significant opportunities to express color and decoration in keeping with the high standards now being set in the package field.

HIRAM WALKER SIDESTEPS TRADITIONAL LABELS

(Continued from page 45) a dominance of gold-bronze background. A royal red and a rich blue carry the design and give the series a fresh quality in striking contrast and strong display value. Lettering, in clean, modern, sans serif style is another unifying note in the series. A decorative use of fruit is also noticeable when appropriate.

The Owens-Illinois Glass Company is supplying the bulk of Walker glass container needs and, except for minor changes and an occasional "newcomer," the bottles are containers of the old styles. There is one new development by this company in the production of "Dutch" green bottles, a pertinent color up until this time imported. Previously it had been found too difficult to match the color in this country.

Repeal found a shortage of lead or tinfoil wrap-on caps or hoods for the tops and necks of bottles. Due to a lack of European supply, the import of these caps has come to a standstill. Meanwhile there is a general scramble for suitable substitutes and American manufacturers are preparing to go into production. The Aluminum Company of America will offer a new material for caps in a stimulating and beautiful variety of colors. The aluminum cap by means of an interior coating of adhesive adheres tightly to the bottle under the pressure of application. Sixty to eighty may be applied per minute and the fluting presents a fine even appearance as compared with the wrinkled effect of the lead cap.

In summary, it is predicted that the flashiest labels and cartons will be used on the cheaper grades of liquor. The finer quality brands will rely on dignified, simplified labels. In general, the lower the quality of the blend, the flashier the label and carton.

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AN INVITATION*



THERE ARE OVER
130

RIEGEL PAPERS

made to fit the specific packaging needs of various industries. If you are faced by some production problem, bringing out a new package, dressing up an old one, or just frankly trying to cut your packaging costs—write us your story today. To manufacturer, printer or advertising agency we offer unbiased advice based on experience and research work in many fields. There is no charge, of course.

OUR PORTFOLIO
OF PACKAGE
PAPERS SENT
ON REQUEST

RIEGEL PAPER CORPORATION
342 MADISON AVENUE • NEW YORK *

The sample opposite is Riegel's new Plaid Embossed Glassine 24x36—25 lb.

HERE AND THERE IN THE PACKAGING INDUSTRY



Pneumatic Scale Corporation, Ltd., Norfolk Downs, Mass., has acquired the **McDonald Engineering Corporation** of Brooklyn, N. Y. It is planned to move the entire plant of the latter to Norfolk Downs without disrupting delivery dates or service.

The business of the McDonald Engineering Corporation has been increasing at a rapid pace in the last few months; so rapidly, in fact, that the company was fast outgrowing its present quarters and it was only a matter of time when deliveries would be retarded and operations congested. With the increased facilities of the Norfolk Downs plant, this expansion will be taken care of and better service and deliveries will result. Several of the "key" men of the McDonald organization will be retained.

The industrial design exposition, to be held under the auspices of the **National Alliance of Art and Industry**, and scheduled to open Feb. 15 at Rockefeller Center, has been postponed. The date is now set for April 1. The reasons for the postponement are as follows: First, because designers and manufacturers everywhere are asking for more time in which to prepare their exhibits. Second, because the space selected at the beginning proves already to be inadequate. Third, and perhaps the most pressing reason for postponement, is an opportunity to occupy the whole 63d floor of this building (probably the finest exhibition space in existence), and cooperate with the Rockefeller interests during and after the formal opening of the top of this building as an observation and educational center in April. And lastly, because the exhibitors of heavy new metal transportation units hesitate to show their products outdoors in the Plaza during the most inclement weather of the year.

M. Dale Ogden, formerly associated with the Crescent Engraving Company, Kalamazoo, Mich., is now located in his own offices at 901 American National Bank Bldg., Kalamazoo, Mich., and is offering layout, advertising and package design service. Mr. Ogden is a frequent and valued contributor to MODERN PACKAGING.

Nalco, Incorporated, a newly organized concern, has been established with offices and display room at 331 Fourth Ave., New York. Among its other activities this company serves as sales division for George Schmitt & Co., Inc., lithographers since 1874.

Harry Prochaska is president of Nalco, Inc., and associated with him as secretary of the company is David Kaufman who has been well known in the lithographic and packaging fields for the past twenty years.

Walter Sommer, who is engaged in the sale of weighing and bottling equipment, is now located at 591 Hudson Street, New York.

Recently elected officers of the Canning Machinery and Suppliers Association are as follows: President, J. H. Carr, Anchor Cap & Closure Company; vice-president, Neal S. Sells, Sprague, Sells Corporation; W. E. Nicholoy and J. J. Chapman were made directors.

Directors of the Container Corporation of America have approved expenditure of a substantial sum for modernization and improvement of equipment at two of its Chicago plants. Walter P. Paepcke, president, stated that this comprises the first step in a program which conforms to the current tendency of industry to modernize equipment and should prove an important contribution in stimulating the heavy construction industry.

These improvements will be made without any interruption of operations at either plant. They will require four to five months to complete. Mr. Paepcke emphasized that these improvements are not being made to increase capacity, but to perfect the quality of the product and further reduce operating costs by increased efficiency.

Exhibitors at the Fourth Packaging, Packing and Shipping Exposition to be held at the Hotel Astor, New York, March 12 to 16, include the following:

American Can Company; *American Perfumer & Essential Oil Review*; American Railway Association; Armstrong Cork & Insulation Company; The Associated Cooperage Industries of America; Bakelite Corporation; Bostitch Sales Company; Breskin & Charlton Publishing Corporation; Celluloid Corporation; Calkins & Holden; Consolidated Lithographing Corporation; Container Corporation of America; Cross Paper Products Company; Dennison Manufacturing Company; Dexter Folder Company; The Dobeckmun Company; DuPont Cellophane Company; Einson-Freeman Company, Inc.; *Food Industries*; General Box Company; Robert Gair Company, Inc.; General Plastics, Inc.; Hanograf Corporation; The Hinde & Dauch Paper Company; International Paper Company; Kalamazoo Vegetable Parchment Company; Lowe Paper Company; J. L. Morrison Company; National Metal Edge Box Company; Outsets, Inc.; Owens-Illinois Glass Company; Package Machinery Company; Package Paper Company; The Pilliod Cabinet Company; Pioneer Paper Stock Company; Pneumatic Scale Corporation, Ltd.; Potdevin Machine Company; Riegel Paper Corporation; Thomas M. Royal & Company; (*Continued on page 70*)

at Last!



All the advantages of transparency in a sturdy lightweight, unbreakable can

All the multiple advantages of can packing are now available, with the added advantage of product visibility. The George V. Clark Company is prepared to provide cellulose acetate transparent cans for manufacturers of dry packaged products, equipped with friction plug, slip cover or sifter tops.

They may be lithographed in one or more colors and thus eliminate the dangers of disfigured and torn labels, commonly encountered in the use of metal cans. They may be had in tints

of various colors or as colorless, perfectly transparent containers.

The visible display they provide your product, their novel appearance, their re-use value and their striking color possibilities make them particularly attractive to the consumer and the

merchant. They are ideal for cigars, cigarettes, cotton, bath salts, cosmetics, certain foods, candies and numberless other products. For full information as to styles, types and costs, write or wire the George V. Clark Company. If possible send a sample of your present container.

George V. Clark Co.
Long Island City, N. Y.

LEVEY INKS and INTERSTATE BO

. . . Combine to make this box

■ A PACKAGE TRIUMPH ■

In the preparation of this new egg carton for Swift and Company, the Frederick H. Levey Company was privileged to cooperate closely with the makers of the carton, the Interstate Folding Box Company. It developed special inks suited to the requirements of the particular type of board used so that the full advantages of color might be had while printing directly on the board. Levey chemists, not content merely with the development of formulas, followed the job through to the very end, actually taking part in the press work.

This same type of cooperation, right in your own plant, is available to you likewise. Levey color experts will gladly help you to develop new inks individually suited to the particular problems at hand. For full details write—



FRED'K H. LEVEY COMPANY, Inc.

59 BEEKMAN STREET, NEW YORK, N. Y.

CHICAGO OFFICE—221 EAST 20th STREET

TE BOXMAKING

ox
s's
ield
rugs

SELECTED

Quality of
Swift's
Premium

Eggs

ro

THE INTERSTATE FOLDING BOX COMPANY

MIDDLETOWN

OHIO

ET



Courtesy of Sylvania Industrial Corporation

EMPHASIZING BREAD QUALITY THROUGH VISIBILITY

PRESENTING a food product to buyers with all of its visible appetite appeal has long been recognized as a means of increasing sales and maintaining the stability of sales. Women particularly prefer to see the exterior of the goods they purchase and by doing so can often determine whether or not the quality is desirable. That the use of completely transparent wrappers should find application in the bakery field was, therefore, a most logical development. However, in its early stages, and largely because of the expense involved, and due to certain established practices, the use of transparent cellulose was confined to the wrapping of cakes, cookies and like products which brought higher prices, but the success of these efforts justified a more extended use of such wrappers.

When bakers first started to wrap bread in transparent cellulose, such wrappings were applied to the so-called special breads such as rye, whole wheat and raisin.

Later they wrapped the cracked wheat loaf. There was a prevalent idea that transparent material belonged only on these special breads.

But the sales of these special breads, transparently wrapped, increased, with the result that several of the more progressive bakers commenced to wrap the better class of white breads—with the same favorable result.

Briefly summarized, the advantages offered through the use of moistureproof transparent cellulose as bread wrappings are as follows: The baker is able to present his product to the discriminating buyer with all of its visible appetizing appeal; the loaf, whether in sliced or whole form, is given moistureproof protection; the wrapper is odorless and tasteless, and the loaf is protected from outside contamination. In production, transparent cellulose of the heat-sealing type is adaptable to automatic wrapping operations with but a few modifications in the equipment which has been established as standard for other (Continued on page 74)

Protect



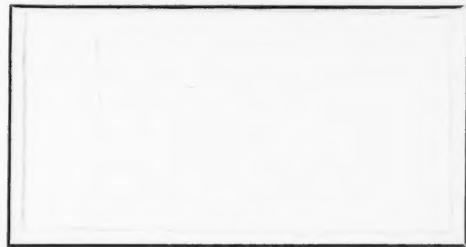
Highly polished finishes with

THE Birtman Electric Company of Chicago and Rock Island, Illinois, use KIMPAK because they know the highly polished chrome surfaces of their fine electric irons, toasters and other appliances must be adequately yet economically protected from mars and scratches. Over a long period Birtman has found that the best way to do this is by the use of KIMPAK. The appliances are wrapped in direct contact with KIMPAK.

KIMPAK is a soft, resilient crepe wadding, free from grit, dirt and foreign substances. In addition to protecting fine metal finishes, KIMPAK is also efficient in protecting highly polished wood finishes. It will pay you to try KIMPAK. Get  a free sample now. Send the coupon.

Kimpak
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

CREPE WADDING



KIMBERLY-CLARK CORP., Neenah, Wis. MP-2
Address nearest sales office: 8 S. Michigan Ave., Chicago;
122 E. 42nd St., New York City; 510 W. Sixth St., Los Angeles.
Please send us sample and full information on KIMPAK.

Company _____

Attention of _____

Address _____

Our product is _____

KIMBERLY-CLARK CORPORATION

8 South Michigan Ave., Chicago
122 East 42nd Street, New York

Established 1872

510 West 6th Street, Los Angeles
Neenah, Wisconsin

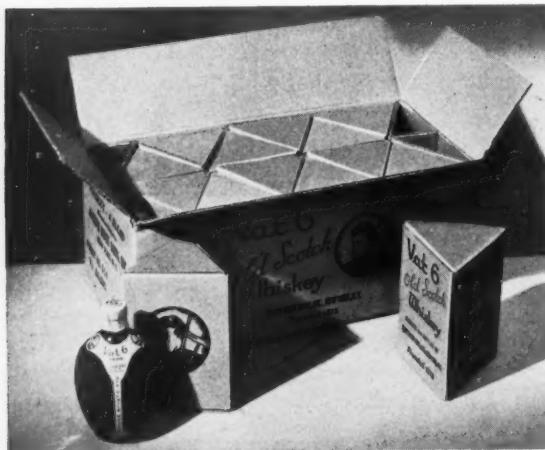
(Continued from page 64) Sefton National Fibre Can Company; Shears; Stokes & Smith Company; Sylvania Industrial Corporation; Union Bag & Paper Corporation; Union Steel Products Company; Valdor Sales, Inc.; Chas. W. Williams & Company.

"The Package's Part in Successful Promotion" will be the keynote of the clinics and conferences to be held all day Monday, March 12, and during morning sessions on March 13 to 16, inclusive. Packaging problems which have arisen as the result of the National Recovery Act will be given important consideration on the program.

National Adhesive Corporation, 820 Greenwich St., New York, has recently issued a booklet, "Can Labeling Troubles and How to Avoid Them" which was distributed for the first time at the Canners' Convention in Chicago. This brochure, designed to give canners specific information as to the causes of rusting, staining, loose and flagging labels, "shiners," wrinkling, etc., makes specific recommendations for eliminating these costly troubles.

Acme Steel Company, Chicago, has recently completed the production of a new set of literature covering efficiencies and economies effected in preparing boxes and loads for shipment. "Doc. Steelstrap"—the wise and genial curer of costly shipping ills—prescribes in each piece of literature on the treatment of over-heavy shipping costs and under-strength shipping containers, by the use of Acme Steelstrap.

Many different types of shipping methods are covered in these booklets—from strapping cartons or making bundles of small packages to making a unit load of a thousand pieces of steel tubing. The included information is of interest and value to virtually every company shipping goods.



The knotty problem of devising an efficient, economical and attractive package for the "pinch" bottle has just been effectively solved for J. Beck Sons, Inc. Vat 6 Scotch Whiskey, put out by the Beck organization, is distributed in a "pinch" bottle. Robert Gair Company, Inc., has just completed an individual consumer folding package made of corrugated and attractively printed and also a shipping case in which these triangular consumer packages fit with a minimum loss of space

TURNING THE KEY DOES THE TRICK

SHOWN in the accompanying illustration is a type of can which has recently been perfected by the Western Can Company of San Francisco. The label has been partly removed from one of the cans to show the opening device. Known as the key-opening sanitary style, this can provides for an easy and convenient removal of the contents by means of the key opener, and also eliminates the danger of small particles of metal getting into the contained product.



Several thousand cases of fruit and asparagus were packed in these containers during 1933, and the results are said to have proved quite satisfactory. They should likewise be adaptable for tuna fish, sliced pineapple and a number of other food products.

OLD BOTTLES FOR OLD LIQUORS?

THE EDITOR,

Sir:

I would like to start an argument in your magazine. It might be well to open the forum on this point with regard to the most advantageous labeling.

I believe that the liquor people are making a great mistake in attempting to modernize their designs—their designs on labels and glass. The trouble with the whole liquor question today is that every one is of the opinion that most of the products being offered were made just yesterday, and what the liquor business wants to do is to tell the public, by means of their package, that this is old, aged, cobwebbed vintage. Now it is very easy to make an attractive package, but at the same time give it an old-fashioned appearance. When you see a bottle of gin which looks like a bottle of hair tonic, you can well imagine that the man who prepared the gin may feel that the product would make a better hair tonic than a gin, but at the same time I don't believe that his frankness will help sell his gin any better.

San Jose, Cal.
Jan. 2, 1934

C. B. PAPE
California Prune and Apricot
Growers Association

**How to
make your package
draw all eyes
—with a label!**

LEET STANLEY, the pioneer manufacturer of metal and metal-foil labels, work with you in the preparation of a colorful embossed label which, inexpensively, focuses all eyes upon your package. STANLEY labels have a depth of beauty which belies their low cost. They are particularly suited for the adornment of fine food products, perfumery and alcoholic beverages.

The Stanley Manufacturing Company has, through all the years since it first pioneered in the development of the metal label, maintained a large Consulting and Design Department for the convenience of its clients. Use the coupon below to call upon this department and upon all the resources of the Stanley Manufacturing Company for aid in improving the sales value—the eye-appeal of your product.

**The STANLEY MANUFACTURING CO.
DAYTON
OHIO**

ATTACH THIS COUPON TO YOUR LETTERHEAD
THE STANLEY MANUFACTURING CO., DAYTON, OHIO

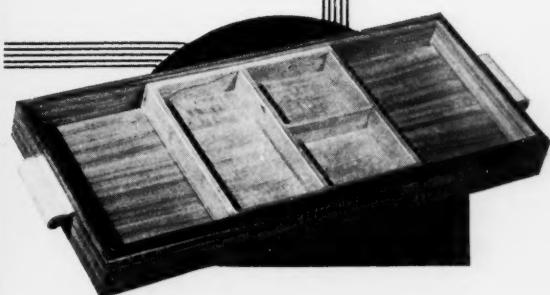
Gentlemen:

Without obligation, show us how to increase the sales value
of our package.

Name.....

Address.....

**ANY ONE would
gladly pay \$2.50
for this attractive
Satinwood tray**



**YET
BOTH TRAY and CONTENTS
sold for only \$2.90
complete!**

This container forcefully demonstrates that specially designed, attractive wood boxes, trays or displays are vitally essential in modern packaging.

No longer are costs prohibitive; quantity production enables us to serve you at low prices without sacrifice of appearance or quality.

Our Development Service is open to you, without obligation, for creating or re-designing an ornamental wood container featuring natural finishes, which will materially stimulate the spot-sales of YOUR PRODUCTS!

**ORNAMENTAL WOOD
PACKAGING COMPANY**

**43 East Ohio St. Chicago, Ill.
Branch: 500 Land Title Bldg. Philadelphia, Pa.**

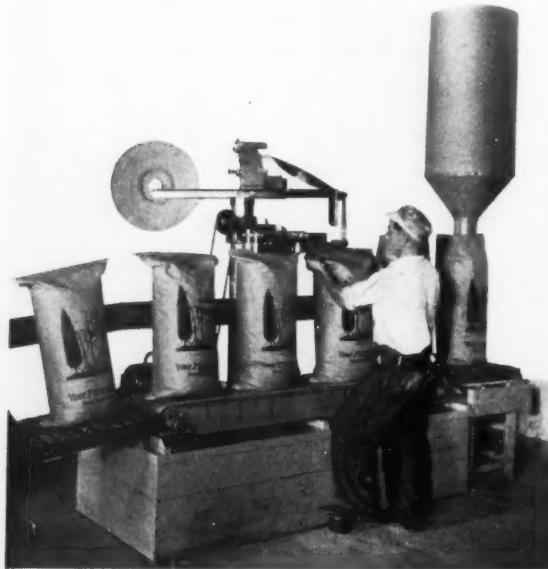


MACHINERY-SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

NEW BAG CLOSURE CLAIMS MANY ADVANTAGES

WHAT is said to be a revolutionary development in bag closures for paper-lined cloth bags has been recently announced by Bemis Brothers Bag Company of St. Louis, Mo. The new closure is described



as the result of several years of intensive experimentation and is designed to give chemical manufacturers a better container to replace the drums, barrels and boxes which are less satisfactory and more expensive to use. An important reduction in shipping weight and better protection are the outstanding advantages claimed for bags sealed by the new Bemis method. The new closure is already in use in a number of plants engaged in export and domestic business. All reports indicate a highly favorable reception by packer and consignee.

Paper-lined cloth bags have always offered decided saving in weight and material cost for shipping. In addition they are easier to store and handle both empty and when filled. The only possible objection to their use has been the sewing or wire tying of the ends. This old closure method sometimes resulted in

weakness at the ends and, if wire tied, the operation was wasteful of bag material.

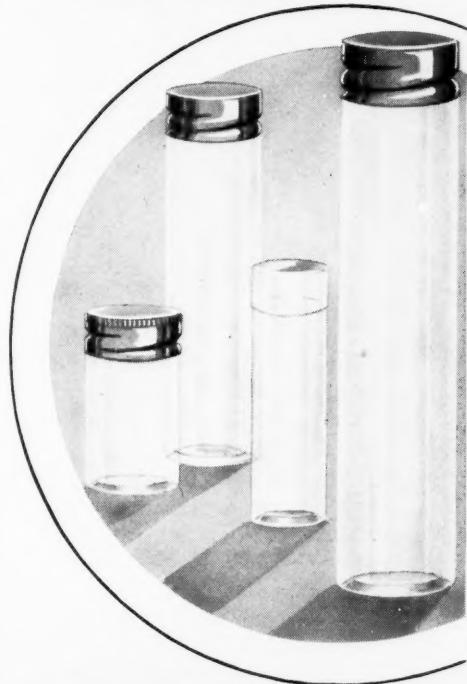
The new closure consists briefly of a cemented strip which is applied by machine over the open end of the bag. The cement used is said to be absolutely water-proof. It gives the same complete water-proof, sift-proof closure at the top as that applied to cemented seam bags at the bottom in the bag plant. Consequently the bag is stated to be 100 per cent strong, sift-proof and water-proof throughout. The cement sets instantly. As soon as the bags are closed they can be thrown on a conveyor and loaded in a car or put in storage without the loss of time.

This closure method also provides a more symmetrical package, easier to stack in the warehouse. It makes for easier opening, too; a knife slit down the center of either the top or bottom tape closure provides a small opening for pouring or a full mouth opening as desired. The handy ears which this closure forms on the bag are an extra advantage which requires no added material but are merely a fortunate result of the new closure method which works as follows: The bags come from the filling and weighing machine on to a conveyor which brings them to the sealing machine. Here the top of the bag slides through guides which hold the bag material erect so that the top material is pressed closely together in a straight line. At the same time the sealing tape, coated with cement and crimped into an inverted V shape, folds itself over the full length of the bag top. As the bag moves on, its top with the tape in place passes between rollers which apply heavy pressure, forcing the cement in to secure a perfect bond between bag material and tape. As finally sealed, the bag mouth is flat, which naturally makes it wider than the lower portion of the bag which is rounded out because it is filled. This provides the ears at the ends of the top which makes handling so much easier. The entire sealing operation is simple and easy. Four to six bags can be sealed per minute. The operator uses a foot control, leaving his hands free.

One of the new foil whiskey labels which are becoming increasingly popular in the liquor field. Made by the Stanley Manufacturing Company of Dayton, Ohio, a pioneer designer and producer of metal and foil labels



LUSTEROID CONTAINERS



80% LIGHTER

LUSTEROID containers are 80% lighter than glass containers of equal size, thus providing an immediate and substantial saving in freight charges. In addition, this extra lightness permits the use of lighter, less expensive cartons, wrappings and shipping containers. An additional reduction of shipping costs!

LUSTEROID, too, insures you complete freedom from breakage, entirely eliminating all shipping losses and the expensive delays resulting from breakage in shipment. Further, the seamless character of LUSTEROID containers makes them leakproof and odorproof.

LUSTEROID containers may be had in their natural tone, colorless as glass or in any desired color with transparent or opaque finish. They may be had with your own design or trade mark processed as an integral part of the container.

LUSTEROID containers are made as vials, jars or tubes. They are odorless. Closures may be plastic or metal caps as well as corks. Consult with us for the solution of your packaging problems.

LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company
10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY



*For the package
that is its own display*
—Bostitch
Staples

THE makers of Flame-Glo lipsticks desired a display card that would be completely out of the ordinary. They therefore developed one that held their product at an angle to the counter and illustrated the product's salient advantages on the card. Quite naturally they were led to the use of Bostitch Staples to hold the lipstick to the card. The Bostitch Staple is unobtrusive, neat and—most important—secure! It insures your product against pilferage and breakage in transit or on display.

Add to the low initial cost of Bostitch equipment its continued low operating cost and you discover the reason why hundreds of manufacturers have turned in the last year to the use of Bostitch Staples and Bostitch Staplers.

Mail coupon for full information—if possible send a sample of your present package so we may show, on your own product, how Bostitch can help solve your fastening problems.

BOSTITCH SALES COMPANY

East Greenwich, R. I.

MP-2-34

Please send descriptive folders on Bostitch fastening and merchandising methods.

Name _____

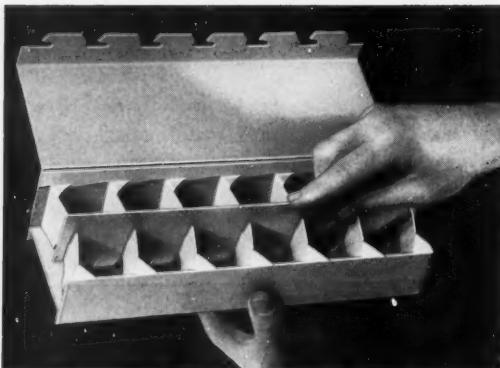
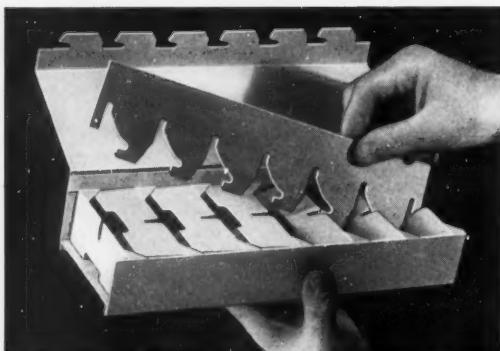
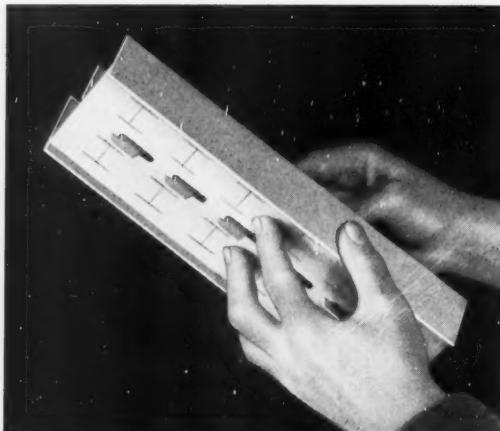
Address _____

City _____ State _____

A CUSHIONED EGG CARTON

A NEW egg carton which claims to incorporate several outstanding advantages is being made by The Interstate Folding Box Company, Middletown, Ohio. These are as follows:

The eggs ride on a springy cushion in the elevated bottom, thus insuring them against breakage; rigid center



partition, the full height of the carton, supports the lid and prevents crushing of eggs by other cartons piled on top; the roomy cells hold large eggs, displaying all sizes to advantage, yet this carton can be packed in the standard size shipping case; the carton is sturdy and, being square, makes a fine-appearing package. Other products can also be advertised on its three panels.



The new egg carton used by Swift and Company

The accompanying illustrations show the manner of assembling the carton by hand. However, a machine which automatically assembles the cartons in complete form has been developed.

The magazine which is provided holds 500 centerpieces. The machine automatically squares all cross-partitions, withdraws a single center-piece from the magazine, inserts and interlocks it firmly with the carton. This operation is automatic and performed at high speed. This machine is electrically powered and can be connected to any light socket. The action is controlled by a foot pedal, leaving both hands free.

Also is shown a reproduction of one of the cartons, completely assembled, used by Swift and Company for its Brookfield Eggs. In the printing of these cartons, inks supplied by Fred'k H. Levey Company, Inc., 59 Beekman St., New York, were used.

EMPHASIZING BREAD QUALITY THROUGH VISIBILITY

(Continued from page 68) bread wrapping machines.

It is realized, of course, that visibility alone does not entirely solve the problem of the baker who desires to win and retain approval of his products. He requires an identification of his goods—a trade mark design or message of some sort which will be retained in the mind of the purchaser and thus build resales. For such purposes he may use an over-all printed wrap or resort to the use of printed bands, of waxed paper or transparent cellulose, and placed inside or outside of the loaf. It should be noted, however, that the use of certain banding methods are protected by patents.

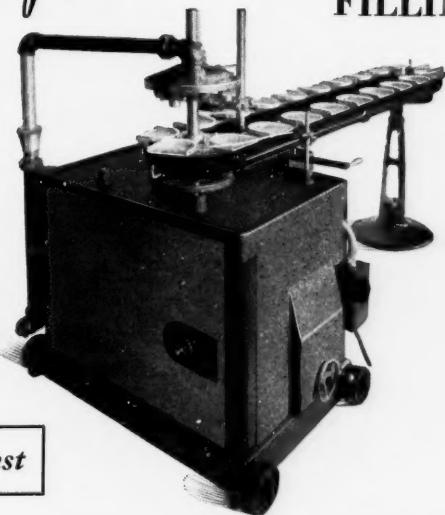
Most manufacturers of automatic bread wrapping machines are now producing equipment designed for the use of transparent cellulose. However many of the older types, originally designed for the application of treated paper wrappers, are still in service and have been adopted, by means of slight additions or by observing certain precautions in operation, to moisture-proof transparent cellulose wrapping. Such precautions are stated in a comprehensive article* by John D. Conti of the Sylvania Industrial Corporation.

* "Adapting Automatic Wrapping Machines to Transparent Cellulose"—*Food Industries*, March, 1933.



ACCURACY OF FILL!

New[®] KIEFER VARI-VISCO FILLING MACHINES



The New Kiefer Vari-Visco Machine assures constant, steady production, handles all kinds of containers with ease—pays for itself in a short time. Designed for "tomorrow" . . . to meet the strict demands of today.

Catalog On Request

All containers filled with absolute uniformity and accuracy.

Yes, and a dozen other features to help you do a better packaging job.

For packing mustard, salad dressing, cold creams, lard, honey, apple butter—in fact, all semi-fluid products. Simple . . . practical, efficient . . . amazingly accurate at all times.

THE KARL KIEFER MACHINE CO., Cincinnati, O.

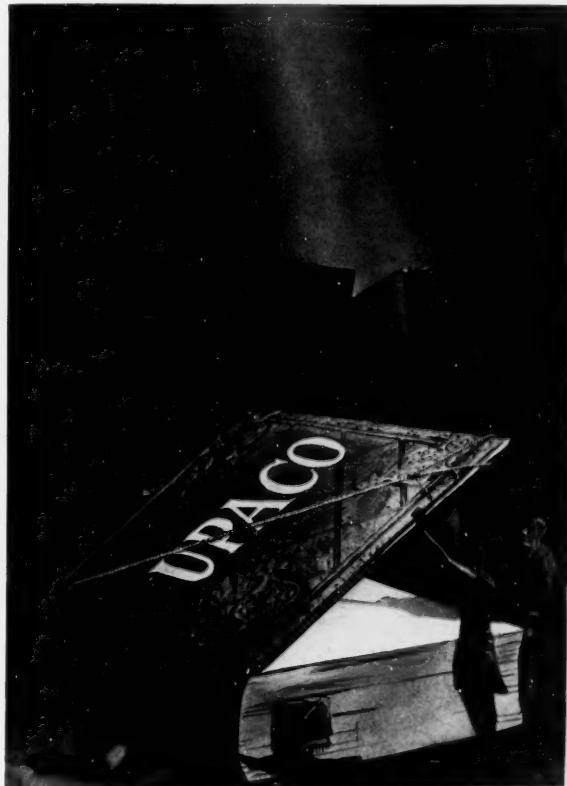
ADHESIVE KNOWLEDGE

By UPACO

YOUR ADHESIVE problem large or small UPACO Laboratories will try to solve for you. Years of scientific research have put vast records of Adhesive formulations at your disposal. Maybe one of these formulas will overcome YOUR difficulties.

Use UPACO Adhesive research service. It is free. We invite your inquiry.

UNION PASTE COMPANY
200 Boston Avenue
MEDFORD MASSACHUSETTS



THE BUSINESS OF PACKAGING—II

(Continued from page 43) taken care of by one operator, usually a girl. The machine forms the inner pocket, places the cigarettes in them and then slips them into the outer shell. The finished packets are delivered from the machine standing in a row close together, and may be transferred automatically to a packing table conveniently arranged for bulking. The same company makes stamping and banding machines which attach seals and tax labels to the different kinds of packages containing cigarettes, playing cards, matches and the like.

(To be continued)

PACKAGE IDENTIFICATION AND PROTECTION

(Continued from page 47) merce would then not merely put a new detail upon packers who have not heretofore been packaging under brand. Yet more startling, it would play hob with the routine of the firms that, either because they do not believe in Federal registration or because they have ineligible marks, have no diplomas from the Patent Office. If the ban was applied, the effect would be to debar from package use all descriptive words or phrases, geographical names, surnames not distinctively displayed, and other unacceptable forms of trade mark. Wiped out, too, would be the packager's dream of finding an all-sufficient trade mark in his package shape or its color plan.

This daring suggestion that Uncle Sam be made the sole arbiter of package insignia has, for all its limited scope, already aroused a storm of protest. The author of the bill (who is himself a physician and keen for discipline of drug and cosmetic proprietaries) has been flooded with communications from manufacturers, trade associations and other interests that desire to be heard before any attempt is made to pass the bill. Perhaps it would not be fair to Congressman Sirovich to say that his enthusiasm has been chilled by this reception. But, at least, he has abandoned the idea of short and speedy public hearings and a prompt enactment on the crest of the New Deal.

As though the program of supervision above outlined were not enough, the Sirovich bill contains one more shock to the ideals of independence in business, viz., a requirement that every application for the registration of a trade mark for any drugs shall be accompanied by a statement from the Food and Drug Administration of the Department of Agriculture that the statement of ingredients, properties, proportions and composition on the label affixed to the container or package complies with the Pure Food and Drug Act. Now it is an open secret that the U. S. Trade Mark Examiners have had, for years past, a working co-operation with the Federal Food and Drug officials, designed to prevent the registration of "deceptive" trade marks. But this Sirovich demand that every

package mark be registered at Washington and that registration be contingent upon full-formula labeling goes beyond anything previously attempted.

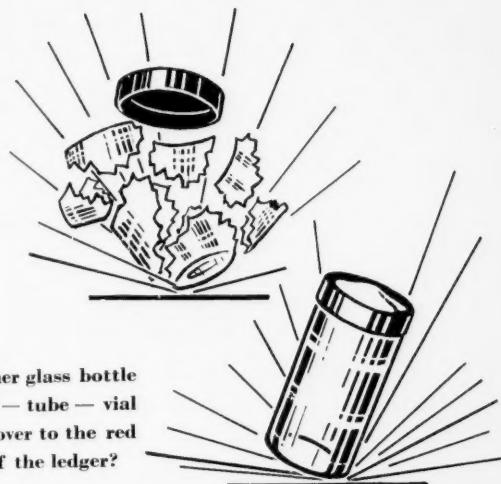
Let no packager of products other than straight-line drugs assume that he is outside the swath of the Sirovich bill. As defined, the term "drug" in the would be blue-law would include all preparations for internal or external use and "all cosmetics, beverages, antiseptics and teeth-cleaning preparations." About the only concession to packagers' convenience to be found in the whole document is the proviso that, in lieu of a full-fledged registered trade mark, a package may comply with the act by displaying a notice that an application to register a mark has been filed in the Patent Office. That stop-gap would ease hardships for the chap eager to get into the market with a new specialty without waiting months or years to have his trade mark formally approved.

WHAT is raising the wind is the threat to established, familiar package "dress" whereby consumers have been wont to recognize and specify the kind they have always bought. It would be bad enough for the package industry if, in the case of new products, packaging plans were wholly at the mercy of the whims of Governmental censorship of trade marks. But, if worst came to worst, a newcomer in trade might reconcile himself to the necessity of finding an acceptable trade mark and duly registering it ere he launched his package.

Very different and sadder yet would be the dilemma of the old-established house which has valuable good will and sales momentum bound up in a time-tried package mark and finds that mark liable to sudden extinguishment because unacceptable for Federal registration. If a retroactive or post-mortem law were imposed, the chances are that all kinds of embarrassments would be coming to veteran packagers whose ancestral package-clues were adopted long before Uncle Sam put into force his present rules as to what may and what may not constitute a registrable trade mark. Faced by the proposed limitation upon packaging, the owner of a time-tried but officially rejected trade mark would have to, at the peril of his good will, throw overboard his disapproved mark and hunt about for a new one on which he would have to start from scratch to build business prestige. And the brander who had a perfectly good common law trade mark but had neglected to offer it for registration might have to suddenly defend his title against an interloper who sought to register the same mark.

Packagers—and there are many—who have always pinned their faith to trade mark rights under the common law are not afraid of this big black bogey. They insist that the compulsory registration of package marks, featured in the Sirovich bill, is clearly unconstitutional and they are sanguine that the U. S. Supreme Court would so declare. That is, if the Constitutional lawyers in Congress do not tip off their fellow members beforehand as to the folly of attempting

SMASH!



Another glass bottle
— jar — tube — vial
gone over to the red
side of the ledger?

Not if you are using
UNBREAKABLE

Hycloid

Every broken container is a dead loss—

- of cost of material —
- of cost of production —
- of packing time and labor —
- of shipping expense —
- of your expected profit —

HYCOLOID, the modern packaging material, is an odorless cellulose product with the visibility and fragile appearance of glass, *but as unbreakable as soft rubber*.

And FEATHER LIGHT! Five jars, or tubes, or vials of HYCOLOID weigh no more than one of glass. Imagine saving 80% of your shipping costs for containers alone! Shipping charges are an expense that never pays a profit.

HYCOLOID cuts label and labeling costs, too! Containers, made clear and colorless or in any shade you desire—in transparent or opaque finish—can be supplied with your label or trade-mark permanently processed in any color or colors, in any design, brilliant and lustrous—rich with eye appeal. Colors won't chip or flake off, even if container should be crushed.

Your packaging problems afford us the opportunity of service. Write us concerning them.

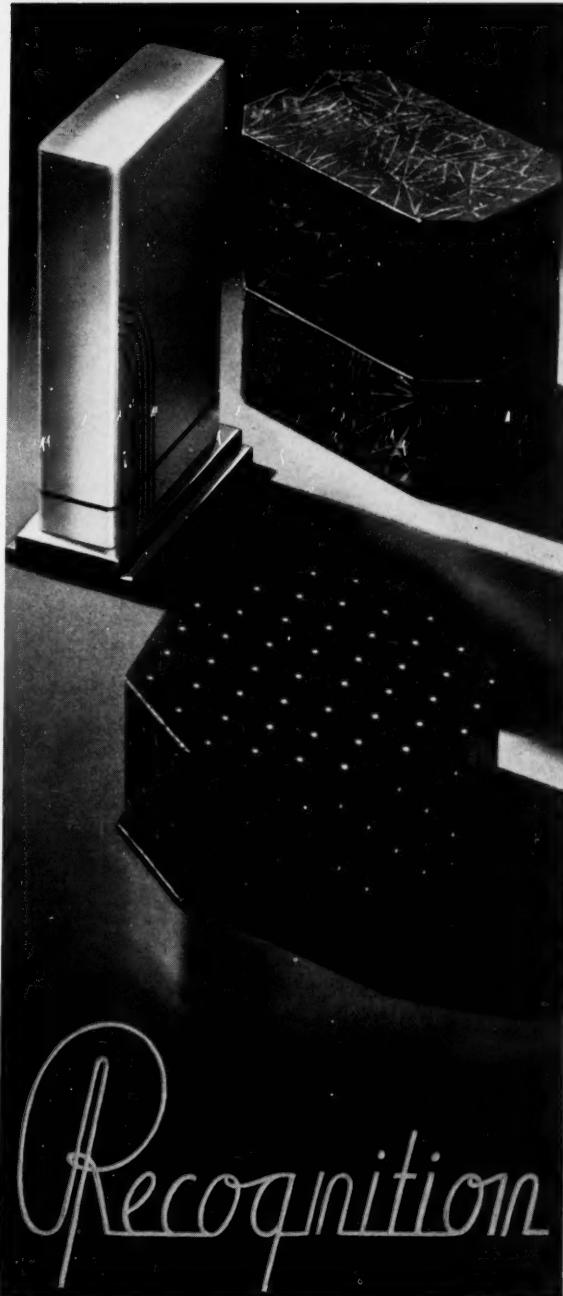
HYGIENIC TUBE & CONTAINER CO.

46 Avenue L

Newark, N. J.

Hycloid

in tubes, jars and vials



MODERN business methods demand that the Package be in harmony with the product . . . and that it radiate tone and command recognition!

OUR designers are strictly *package conscious*, and invariably a package or container originated by "HATCH of LOWELL" expresses quality, is distinctive and unforgettable. Put your package problems up to us.

The C. F. HATCH Company
LOWELL, MASSACHUSETTS, U. S. A.

such dictation. As evidence of sloppy legal carpentry they point to the before-mentioned loophole in the Sirovich bill which would give free rein to packages that bear, in lieu of a registered trade mark, a notice that application has been made for trade mark registration. And without any provision, mind you, for what is to happen to these packages on probation, if, and when, an application for registration is rejected.

*T*is a singular coincidence that this scheme to arbitrarily hitch-hike trade marks to packages should appear at almost the same juncture as a legislative device to release trade marks from compulsory alliance with packages. For this last objective is the essence of the proposed revision of the New York State trade mark law, to which passing reference has already been made in these pages. The model law tinkered at Albany is not, of course, designed as a slap at packages as such. Rather is it an acknowledgment that the old law is too narrow in application when it does not recognize a trade mark as a trade mark unless it be affixed or attached to a package.

Whether or not anything comes of the effort to provide New York with a plus-perfect trade mark law and thereby set up a model for other states to follow, the enterprise should be beneficial to packagers because it tends to focus attention upon the relationship between trade marks and packages. And there is no association of identifying agents that is more important from both the legal standpoint and the merchandising standpoint.

Not alone because of the growth of the habit of direct-branding, or goods-imprinting, did dissatisfaction kindle against the present rigid law. Packagers themselves, or at least the devotees of the new revolutionary forms of packaging—transparent wraps and all the rest—began to be uneasy as to whether their packages were clearly within the definition of "container" as used in the statute now on the books. These realists among the packagers had come to understand what the Attorney General of New York hinted years ago, i.e., that the New York law, as it stands, is not a trade mark law but "a statute to protect containers." The Attorney General brought out, thus early, that a trade mark upon the goods themselves only cannot find shelter under the State law. By its terms a trade mark is protected only if used on containers.

Perhaps it may appear that packagers have taken alarm too easily. It would seem that if the blanket term "container" encompasses any bottle, vessel, box, package or other receptacle, there is no need to fear that there will be a quibble over any form of package. Nevertheless, there has been a nagging uncertainty as to whether the "container" demanded as support for a trade mark is so adjustable as to apply to near containers and container substitutes such as wrappers, trays, pedestals, molded plastic bases and the whole category of closures. The nub of the matter is that the New York law is substantially an anti-substitution law rather than a statute to protect commodity identifica-

tion. The purpose of the statute is to prevent the misuse of containers by unauthorized refilling. But, refilling of packages with contents other than "the genuine" is not the evil that it once was. Nor is it so important, now, to thwart substitution in replacement as it is to safeguard the consumer—checks and keys of identification that persuade purchasers to confident acceptance of a package as of authentic origin. The effect of the discussion over the New York project must be to bestir business sentiment in any other states where there is like need for modernizing the interlocking protection of good will assets. Incidentally, if New York State corrects the error of its ways, there will be set in motion an influence in behalf of repeater-markings or inside and outside brandings for packaged goods. In the interest of safe and sure identification the impulse of the packager will be to place the trade mark on the goods as well as on the container or, under circumstances of cumulative packaging, to embody the trade mark in both interior and exterior packaging.

*W*ELL, here we are well advanced in another run of the legislative mill at Washington, with nary a sign that this Congress will do any more than its predecessors in providing a system of design copyright, or design registration, or other modern machinery for the protection of original designs in packaging and industry. Oh, assuredly, there may be a talk fest some time during the session—public hearings in committee as a sop to the seekers for design protection who may be thus salved with the thought that their cause is making progress. But, by and large, count it a miracle, and no less, if the 1934 Congressional sitting gives us anything better than the present shelter of design patent.

All of which is serving to swing thoughtful opinion more and more to the idea that whatever salvation is immediately in store for design integrity will be found in "mutual" insurance of designs. The idea of design protection via contracts and agreements had taken root in various commodity fields (notably in the textile line) long before NRA was dreamed of. Private registration bureaus had been set up under trade group or trade association auspices. And processors bound themselves not to give fabrication or supply service on designs not duly certified. All the same, it is the furtherance, through the institution of the NRA code, of this idea of cooperative acknowledgment of design priorities that has raised genuine hope that the long-sought solution is in sight.

Creation by code of a design-conscious has taken various forms. Some expressions of this spirit of self-regulation have already been reported in this correspondence. The latest, and in some respects one of the most distinctive, has been put forward in the Code of Fair Competition for the set-up paper box manufacturing industry. This group—producing display containers as well as unit packages—commits itself to the following pledge: "No member shall reproduce or copy without the written consent of the originator an original package or design, which shall have been filed

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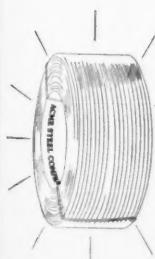
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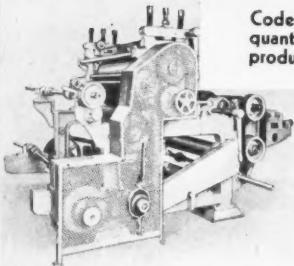


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with the Executive Secretary of the Code Authority in accordance with such regulations as the Code Authority may prescribe. Protection of such origination shall be limited to two years from the date of filing."

While we are on the subject of code compacts directly or indirectly beneficial to the ideals of better packaging, behold an effort to deal with a problem heretofore seldom mentioned; viz., the puzzle of how to prevent unauthorized repackaging. The package medicine industry is taking the plunge and here is its code vow: "Except when authorized by the owner of the formula or trade mark, the repackaging or transferring of any article from the container of the member of the industry into another container and the offering of such repackaged item for sale, in competition with the member of the industry's own product, is an unfair trade practice."

N yet another quarter has the code era brought a show-down on the principles of design security. Henceforth packagers must reckon with The National Association of Commercial Arts and its books of ethics and fair practices. This new body is an amalgamation of ten or more regional organizations of creative designers and commercial artists. This consolidation, if it does nothing more, is likely to confer blessings upon the field of package design by providing standard definitions for terms that have heretofore been vague in meaning, and loosely used. For example, by code agreement, the term "Art Service" is to mean "organizations, associations or corporations which employ staffs of artists to produce commercial art and illustrations for sale to outside parties and not for their own use as principal or agent."

"Industrial Design," by the new definition, is to mean "the creation and production for a financial consideration of designs for objects of utility, and includes sketches, drawings, patterns, models and similar material, either graphic or three-dimensional." Commercial Art is the designation allotted to drawings, decorations, lettering and similar representations intended to be printed or otherwise reproduced by some manual, mechanical or photo-electrical process. Embraced in the classification of Commercial Art are the preliminary sketches, plans, layouts and similar material.

The proposed code of fair trade practices is calculated to prove of the utmost interest to package-producers and package-users. As the first rule in this ritual it is provided that all industrial design and commercial art shall be invoiced to buyers at a fair profit. There shall be no sales of art work at or below cost. On the fair profit basis, also, will be invoiced all buyers' changes, revisions and additions, not due to the fault of the artist. Orders that require designers to execute them outside the usual business hours shall be invoiced at a premium of fifty per cent above normal price.

"No order shall be accepted on speculation" is one of the high lights of the new code. Equally sweeping in its corrective effort is the final item in the practice-

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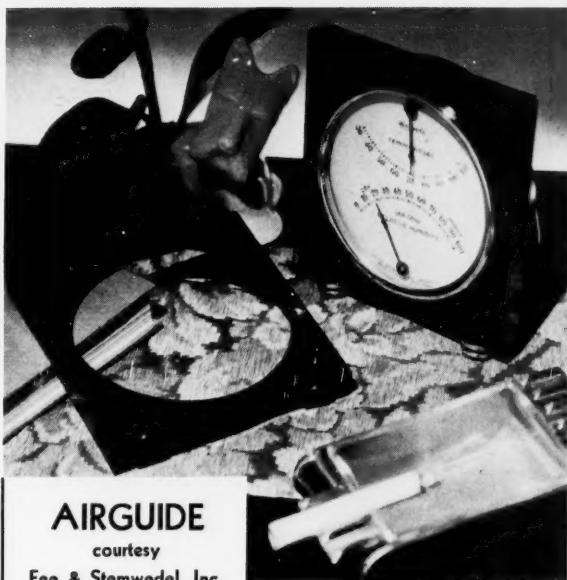
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section which reads: "There shall be no imitation of ideas, designs, drawings, sketches, dummies or copy of any product that can be mistaken for the original." Buyers of package designs or "art" will, in this new deal, be under the necessity of wording more carefully and comprehensively the contracts and agreements presented to designers if they wish to preserve a free hand for the modification of accepted designs. For the new code provides that a piece of work produced to a buyer's satisfaction in accordance with his specifications is an entity and that such work shall not be cut, changed, altered, redrawn or mutilated, nor separate sections of it used without the artist's consent.

Prize contests for package designs may become a thing of the past, in so far as professional designers are concerned, if this code really takes root. Matching the ban on speculative designing, as a revolutionary innovation, is the mandate: "There shall be no preparation of work on assignment, or participation in any contest where entries are not paid for." To the same end is a stipulation that whereas designs of models for industrial use may be prepared in part or complete and marketed on their merits "no such art work shall be prepared in a manner limiting it to the exclusive use of any one prospect until there is an agreement to purchase." Finally, there is a proviso that preliminary work, used as finished work, with or without the consent of the designer or artist, shall be reinvited at an increased price.

HERE'S yet one other influential new factor in the scene of package design. Nothing less than a National Council on Design Protection organized under the auspices of the American Arbitration Association. The broad purpose of the new organization is to promote the protection of designs, trade names and other insignia of identification. By special legislation, by inclusion of design protection in codes of fair competition, etc. Incidentally, this new organization promises to make a complete study of design piracy and its effect upon industry to the end that there may be secured collective action against design piracy.

Officials of the council have certainly hit one nail on the head when they acknowledge that "The inclusion of a clause in a code making piracy an unfair trade practice does not mean the job is done; on the contrary, it is only a declaration of principle unless a way is found to enforce it. The way to enforce these provisions is to register the designs, work out a system of search and comparison, and when an infringement appears notify the printer, manufacturer or engraver or other producer that he is putting out an imitation and get his cooperation in suppressing it." One of the first tasks which this new council has set itself is that of winning the acceptance, in all design-using industries, of a standard form of pledge or compact obligating all subscribers to the respective codes to refrain from the imitation, simulation or appropriation of any original or unique design.



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INDEX OF ADVERTISERS

ACME STEEL CO.	79
ALUMINUM CO. OF AMERICA	52-53
AMERICAN CAN CO.	7
AMERICAN MANAGEMENT ASSOCIATION	11
AMERICAN RECORD CORP.	79
ANCHOR CAP & CLOSURE CORP.	23
ARROW MANUFACTURING CO., INC.	20
BINGHAM BROS. CO.	79
BOSTITCH SALES CO.	73
BROOKS & PORTER, INC.	Inside Front Cover
CHASE BRASS & COPPER CO., INC.	Insert 28-29
CHICAGO MOLDED PRODUCTS CORP.	81
CHICAGO PRINTED STRING CO.	9
CLARK CO., GEO. V.	65
COLTON CO., ARTHUR	6
CROSS PAPER PRODUCTS CORP.	28
CROWN CORK & SEAL CO.	19
DEJONGE & CO., LOUIS	Insert 12-13
DENNISON MANUFACTURING CO.	59
DEXTER FOLDER CO.	10
FERGUSON CO., J. L.	14
GENERAL PLASTICS, INC.	Inside Back Cover
GUTMANN & CO., FERDINAND	81
HAMPDEN GLAZED PAPER & CARD CO.	Insert 16-17
HATCH CO., C. F.	77
HEEKIN CAN CO.	83
HYGIENIC TUBE & CONTAINER CO.	77
INTERSTATE FOLDING BOX CO.	66-67
KALAMAZOO VEGETABLE PARCHMENT CO.	4
KIEFER MACHINE CO., KARL	75
KIMBERLY-CLARK CORP.	69
KIMBLE GLASS CO.	12
LEVEY CO., INC., FRED'K H.	66-67
LEWIS, BENJAMIN	8
LOWE PAPER CO.	31
LUSTEROID CONTAINER CO., INC.	73
MARYLAND GLASS CORP.	Insert 20-21
METAL PACKAGE CORP.	15
MICHIGAN LITHOGRAPHING CO.	21
NATIONAL METAL EDGE BOX CO.	13
NEW JERSEY ZINC CO.	Insert 24-25
ORNAMENTAL WOOD PACKAGING CO.	71
OWENS-ILLINOIS GLASS CO.	32
PEERLESS TUBE CO.	84
PHOENIX METAL CAP CO.	1
PNEUMATIC SCALE CORP., LTD.	5
R. C. CAN CO.	17
REDINGTON CO., F. B.	3
RESINOX CORP.	22
RIEGEL PAPER CORP.	63
SARANAC MACHINE CO.	29
STANDARD SPECIALTY & TUBE CO.	25
STANLEY MFG. CO., THE	71
STOKES & SMITH CO.	61
SUTHERLAND PAPER CO.	16
TOLEDO SYNTHETIC PRODUCTS, INC.	Back Cover
UNION PASTE CO.	75
VOSS CORP., KARL, DIV. SHOUP-OWENS, INC.	18
WALDRON CORP., JOHN	80
WARNER BROS. CO.	24
WHEELING STAMPING CO.	80

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Shell makes purse-
use practical



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